

Frequently Asked Questions about Alliance for a Healthier Generation

1. What is the Alliance for a Healthier Generation (the Alliance)?

Founded by the American Heart Association and the Clinton Foundation, the Alliance for a Healthier Generation works to reduce childhood obesity and to empower kids to develop lifelong healthy habits. The nonprofit group works with schools, companies, community organizations, health care professionals and families to transform the conditions and systems to lead to healthier children. To learn more, please visit [HealthierGeneration.org](http://www.healthiergeneration.org) [<http://www.healthiergeneration.org>].

2. What is the Healthy Out-of-School Time Initiative?

The Healthy Out-of-School Time initiative is a science-based framework the Alliance offers Boys & Girls Clubs and other out-of-school time providers to help them create an environment that encourages youth to eat healthier and move more. Based on the National Afterschool Association's [Healthy Eating and Physical Activity Standards](http://naaweb.org/images/HEPAStandards8-4-11final.pdf) [<http://naaweb.org/images/HEPAStandards8-4-11final.pdf>], it provides out-of-school time settings with tools and resources to build healthier places and engage youth in making healthy decisions.

3. Why is BGCA partnering with the Alliance?

The Alliance and BGCA have partnered to improve the health and well-being of the nearly 4 million youth Clubs serve over the next five years. The goal is to expand Club members' access to healthier snacks and meals and to implement the Alliance's Culture of Wellness Framework, which aligns with national Healthy Eating and Physical Activity (HEPA) standards. BGCA also will adopt the Alliance's nutritional guidelines for children's beverages, meals and snacks. All of the Alliance's online technical assistance – including existing and future industry agreements – will be available to all Clubs.

BGCA wants to provide the most comprehensive resources to help you serve your members, their families and the community. We believe these free comprehensive resources and access to discounted healthy foods will help you continue to create a culture of wellness at your Club.

4. What does this mean for my Club?

The partnership will provide Clubs with access to the Alliance's "Healthy Out-of-School Time" initiative, including:

- Free resources, including a six-step continuous improvement process, an online environmental assessment, and an action plan to identify and track goals, which will enhance your current healthy lifestyles programs. These will not replace any current healthy lifestyles initiatives. Rather, they will give you access to additional content to help motivate youth to eat healthier and move more.
- Healthy food discounts, with opportunities to purchase healthier food options from more than 15 food manufacturers at a more competitive cost.
- Celebrity athletes will spotlight the importance of daily activity and encourage young

people to make healthy choices.

5. When can I sign up?

Clubs can sign up for access to new resources in April. We will also offer training opportunities to learn more about resources as they become available.

6. What if our Club is already working with the Alliance's HOST program?

Basically, nothing changes. Clubs currently working with the Alliance will continue to work with them the same way they do now. If a memorandum of understanding has been signed and your Club is actively engaged this school year and summer, you will continue to work with the Alliance in this capacity.

7. What role do food companies and group purchasing organizations play?

The partnership offers Clubs the opportunity to find and purchase healthier food options at affordable prices. Food manufacturers including AdvancePierre, Asian Food Solutions, Bakecrafters, ES Foods, Highliner, JTM, McCain, Richs, Tasty Brands, Trident and Tyson will set prices for items that meet USDA nutrition standards, at prices no higher than less-healthy comparable products.

Clubs can also save time and gain buying power by joining a group purchasing organization. HPS, Premier and Summa/Provista will sell Clubs products that meet the Alliance's nutritional guidelines, which could reduce Clubs' food and beverage purchase costs 10 to 20 percent.

8. What is the role of celebrity athletes?

The Wasserman Foundation and professional athletes represented by Wasserman Media Group will promote the Healthy Out-of-School Time initiative and encourage young people to make healthier choices in out-of-school time environments, especially related to fitness and movement. It is possible activation will include Club visits in select markets. Specifics are being determined and participating Clubs will be contacted as appropriate.

9. Will the partnership change my current healthy lifestyles programming, such as Triple Play?

No. Current healthy lifestyles programs such as Triple Play, WANNA Play? ALL STARS, SMART Girls, SMART Moves, and PGA Sports Academy will not be replaced. You can continue to use all current program resources. This partnership will provide you with even more resources and tools to strengthen your programming. You'll also have the opportunity to tell the story of the great work you're already doing to promote healthy lifestyles.

10. What if I have more questions?

Please email wellness@bgca.org if you have more questions.