



# Healthy Futures Initiative Overview

The Independence Blue Cross (IBC) Foundation Healthy Futures Initiative is a three-year, \$3 million program and research study aimed at improving childhood health and wellness and reducing childhood obesity.

IBC Foundation has partnered with 25 elementary schools throughout southeastern Pennsylvania that are receiving tools and resources to encourage children to “eat right,” “get fit,” and “stay well” from expert regional and national leaders in childhood wellness, including the following partners.

 <b>Eat Right</b>	<p>Programming includes a visit from Greener Partners’ Farm Explorer or Seed to Snack program, an “Eatiquette” Vetri-style healthy lunch, or a trip to the Garces Foundation’s Luna Farm.</p>	
 <b>Get Fit</b>	<p>Programming includes a pop-up soccer game led by the Philadelphia Union, tennis instruction led by Philadelphia Freedoms, a basketball clinic led by the Philadelphia 76ers, or a fun fitness session from a Fit Essentials trainer.</p>	
 <b>Stay Well</b>	<p>Programming includes wellness sessions and state-mandated screenings from a nurse from The Children’s Hospital of Philadelphia and Health eTools software from InnerLink to track the students’ wellness measures.</p>	

The Villanova University MacDonald Center for Obesity Prevention and Education is leading focus groups to assess changes in the students’ nutritional awareness over the three years, and Drexel University’s Department of Nutrition Sciences is conducting the program evaluation.



**IBC Foundation is proud to sponsor this innovative, comprehensive wellness initiative.** It is our goal to reverse the childhood obesity epidemic in our communities and build bright and healthy futures for generations to come!