The Healthier Generation Benefit
A landmark multi-sector partnership to improve access to obesity treatment
ABOUT US

The Alliance for a Healthier Generation, founded by the American Heart Association and the Clinton Foundation, works to reduce the prevalence of childhood obesity and to empower kids to develop lifelong, healthy habits.

The Alliance works with schools, companies, community organizations, healthcare professionals and families to transform the conditions and systems that lead to healthier children.
The goal of the Alliance is to reduce the nationwide prevalence of childhood obesity and to empower kids nationwide to make healthy lifestyle choices.
Why Take Action?
Nearly 1 in 3 children in the United States is overweight or obese.

33%
The Cost of Obesity: An American Epidemic

Cost for the Child
- Childhood obesity - $14.1 billion
- 80% of children who are overweight between the ages of 10 and 15 were obese adults at age 25.

Cost for the Adult
- Adult obesity - $147 billion
- Average additional health expenses - $1850 to $2,741

Cost for the Healthcare System
- $190.2-209.7 billion
- Obesity - 21% of healthcare costs
Where do you most expect to find resources for learning about and addressing childhood obesity?

Source: Cone Communication and Toluna for the Alliance for a Healthier Generation. Data compiled from 700 parents with children ages 0-17.
Overweight children and teens more likely to develop serious health problems.

- Striving for Impact at the Doctor’s Office

**Healthier Generation Insurance Benefit**

- At least 4 follow-up visits with primary care provider
- At least 4 follow-up visits with registered dietitian
Multi-Sector Approach

Alliance for a Healthier Generation brought together:

- Payers,
- Employers,
- Provider associations;

To create a systematic multi-sector approach to provide access to comprehensive obesity treatment.
Reach & Impact

19,000 schools in all 50 states creating healthier environments

155 out-of-school time providers encouraging kids to eat better and move more

2.5 MILLION teens and tweens across the country committing to healthy changes

56,000 doctors’ offices across the country providing prevention services

2.7 MILLION children across the country accessing healthcare benefits

100 companies selling healthier options across the country
Private Sector Partners

- Aetna
- Blue Cross Blue Shield of NC
- Blue Cross Blue Shield of MA
- Blue Cross Blue Shield of KC
- Cigna
- Capital District Physician’s Health Plan
- Grand Valley Health Plan
- Highmark, Inc
- Humana
- Wellpoint

10 Insurance Companies

- Accenture
- Alliance for a Healthier Generation
- American Heart Association
- Clinton Foundation
- Leviton
- Nationwide Children’s Hospital
- North Shore Long Island Jewish Health System
- PepsiCo
- Sanofi
- Weight Watchers

10 Employers