• We believe in the **power of food** to connect people.
• We believe that food can be good, delicious, and accessible — all three, **without compromise**.
• And we believe we have a **duty to give back** and invest in the future — a duty to protect the Earth; a duty to support our communities; and a duty to the people who bring their talents through our doors each day. These are as important as generating returns to our shareholders.

**Campbell’s Healthy Communities**

We are a business that is engaged in investing in the health of our communities, and that investment was elevated five years ago when Campbell made a 10 year, $10 million commitment to “measurably improve the health of young people in our hometown communities by reducing childhood obesity and hunger by 50%.” The program is focused in Camden, New Jersey, Campbell Soup Company’s World Headquarters since 1869 and is expanding to other communities where the company has operations.
Dear Friends,

Campbell launched its Healthy Communities program in 2011 in an effort to establish a long-term corporate commitment to **measurably improve the health of young people** in our hometown communities by reducing childhood obesity and hunger. We began the program in Camden, NJ and have since expanded to three additional hometown communities.

At the core of our work, and foundational to our success, is the methodology on which we base our approach: **Collective Impact.** Since inception, Campbell’s Healthy Communities program has employed a collective approach to solving the complex social challenges of childhood obesity and food insecurity. A diverse cross sector group of stakeholders has committed to this philosophy and has seen remarkable change, along with some unanticipated results.

While not all program investments have had the outcomes we anticipated, all have enabled **learning and strategic enhancement.** The collective commitment to long-term change affords the group the opportunity to review shared metrics and course correct where necessary. It also allows us to share in our collective successes.

The pages that follow include an overview of progress in each of the program’s focus areas: **Food Access, Physical Activity & Access, Nutrition Education and Public Will.** New initiatives, like our partnership with the local health care system, and expansions to our Healthy Communities footprint, in Connecticut, Ohio, and Washington, are illustrative of innovation and scale. I look forward to sharing these updates with you and hearing your feedback.

Best,

Kim F. Fortunato  
Director, Campbell’s Healthy Communities
Transforming Communities through Collective Impact

A long term commitment and partnership by representatives from different sectors, to work towards the same goal and understanding that solutions to social problems arise from the active and collaborative interaction from many organizations within a larger social system.

Success Principles of Collective Impact
- Common agenda
- Shared measurement systems
- Mutually reinforcing activities
- Continuous communications
- Backbone leadership organization

“A great example of a company taking a leadership role in driving collective impact is Campbell Soup Company, with its Healthy Communities program in the city of Camden, New Jersey.”

— David Garfunkel, Senior Consultant, FSG
FY 2015 INVESTEES
Funded by
Campbell’s Healthy Communities

- The Food Trust
- Food Bank of South Jersey
- Center for Environmental Transformation
- Delaware Valley Regional Planning Commission
- Community Foundation of South Jersey
- Food Corps
- Camden Coalition of Healthcare Providers
- YMCA of Burlington and Camden Counties
- New Jersey Partnership for Healthy Kids
- Soccer Foundation
- West Chester University

New Jersey Partnership for Healthy Kids
Communities Making a Difference to Prevent Childhood Obesity
FOUR STRATEGIC AREAS

FOOD ACCESS
Ensure access to affordable, nutritious and fresh foods in our communities.

PHYSICAL ACTIVITY
Increase opportunities for physical activity in school, after school and throughout the community in a safe environment.

NUTRITION EDUCATION
Support healthy lifestyles by educating children, parents, expectant mothers and school staff.

PUBLIC WILL
Engage the public as a partner in the creation and sustainability of a healthy community.
Objective:
INCREASE ACCESS to HEALTHY FOODS

Building a network of healthy corner stores in Camden contributed to the introduction of a bill before legislature for funding to scale the network across NJ.

Out of 21 corner stores surveyed, 95% report an increase in sales of healthy products since joining the network.

10 stores participate in Heart Bucks coupons with an 85% redemption rate for healthy food purchases after a nutrition education lesson.

42 corner stores in Camden (32%) belong to the Camden Healthy Corner store network, 7 stores added in 2015.

Over four years participating corner stores introduced 710 new healthy products.
“Store owners feel a new positive environment in Camden... Campbell’s Healthy Communities has a lot to do with it.”

— Food Trust Employee
Objective:
INCREASE OPPORTUNITIES for
GREATER ACCESS to PHYSICAL ACTIVITY

Building a network of safe spaces for physical activity across Camden, 23 physical activity sites (in-school and out of school)

Spring Season BMI Change
57% of Soccer for Success participants lost up to 30 BMI percentiles

![Diagram showing BMI change in different categories]

- **Underweight**: 2 began, 6 gained BMI
- **Healthy**: 18 began, 6 lost up to 30 BMI percentiles, 1 lost more than 30 BMI percentiles
- **Overweight**: 27 began, 6 lost up to 30 BMI percentiles, 14 gained BMI
- **Obese**: 14 began, 29 gained BMI

Lost more than 30 BMI percentiles
Lost up to 30 BMI percentiles
No BMI change
Gained BMI
Objective: INCREASE OPPORTUNITIES for GREATER ACCESS to PHYSICAL ACTIVITY

“After the children came from exercising outside, they were able to be more attentive.”
— Dr. Maricarmen Macrina, School Principal

15 Soccer for Success (SFS) sites to date with 679 unique participants in 2015; the majority of participants showed improved or maintained BMI and waist circumference

80% of soccer coaches and 50% of Coordinated Approach to Child Health (CATCH) staff are Camden residents who act as local role models

19 sites trained to implement the CATCH program; 968 unique participants in 2015; 107,067 hours of physical activity delivered in 2015

Proportion of Activity Hours by Type

- CATCH: 56,000 hours
- Soccer for Success: 51,000 hours
Objective:
INCREASE ACCESS to
INFORMATION about HEALTHY FOOD

Food Insecurity in Camden 2015
40% of Camden residents surveyed (n=360) stated the food they bought ran out before having money to buy more
55% of adults who took Cooking Matters® classes said they increased consumption of fruits and vegetables.

70% of teachers at partner sites provided 3.16 hours of nutrition education per month.

70 hours of nutrition education delivered to large audiences through food demos at health fairs, Saturday school, and back to school nights.

27,064 hours of nutrition education received by children and 1,159 hours of nutrition education received by adults in 2015 through targeted nutrition education and food demos.

Wonder Chef courses provided to children with 84% of participants more confident in ability to prepare healthy snacks.

“We have seen a real increase in partnerships. A more coordinated approach to how different programs can complement each other.”

— Food Bank Employee
Objective:
INCREASE COMMUNITY ENGAGEMENT in CAMPBELL’S HEALTHY COMMUNITIES PROGRAM

“I believe that your work in Camden exemplifies beautifully how companies can engage in and lead work at the local level in a manner that is deeply collaborative with communities and other stakeholders.” — Alina Baciu, PhD, MPH, Senior Program Officer, Institute of Medicine, The National Academies of Sciences, Engineering, and Medicine

Leveraged Campbell’s investment with an additional $4 million:

**Bringing investment to Camden** to support healthy eating and active living

**Developed partnerships with Camden City School District** for district wide Health/Wellness policy implementation; **Cooper Pediatrics and Cooper/Rowan University Medical School** to integrate Campbell’s Healthy Communities programming into primary care

“There are no stars in collective impact; rather the team effort — the realization that the unity of the team, the collective, is the key to success.” — Kim Fortunato
Active networks of healthy food access, physical activity and nutrition education have spread throughout Camden and beyond.

Expanding Impact

Healthy Communities
Norwalk, CT
2010

Healthy Communities
Henry County, OH
2014

Healthy Communities
Snohomish County, WA
2015
“This initiative is important because it builds healthy futures for our young people.”

— Camden Mayor Dana Redd

Campbell's Healthy Communities

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