

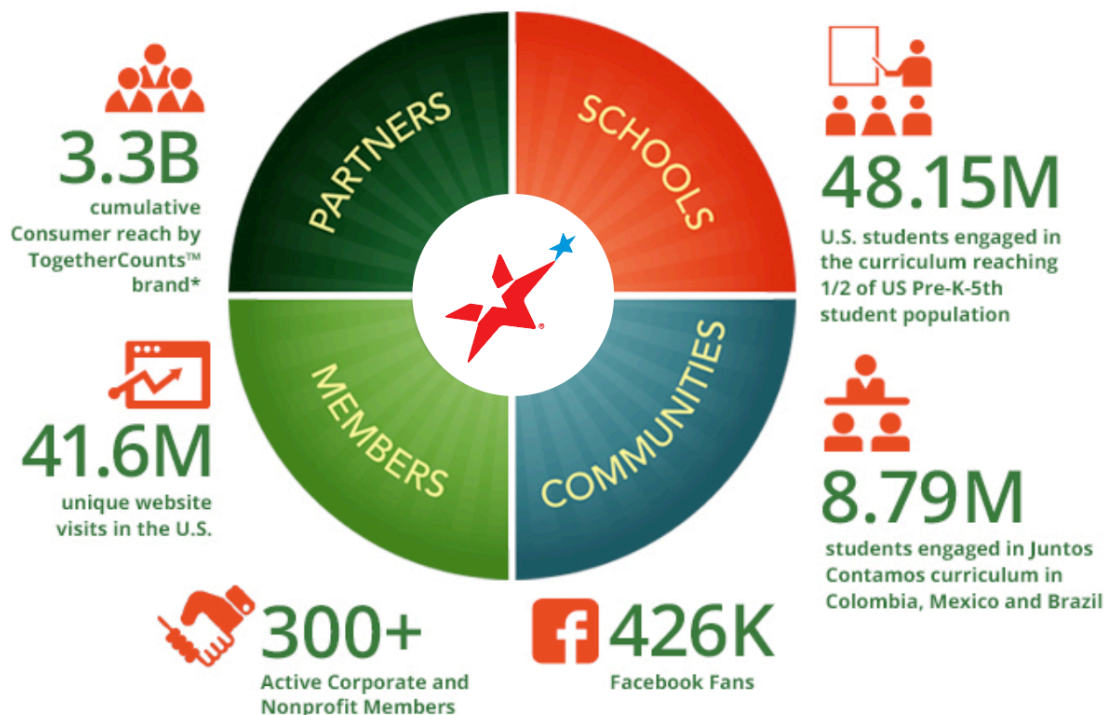
Together Counts™

Evaluation Summary

The **Together Counts™** program is a program of Healthy LifeStars™, a nonprofit whose mission is to motivate and educate kids and their families to live active, healthy lives now and in the future. The program provides an on-line library of accredited standards-based curriculum and resources for schools, youth-serving organizations, families and communities. *TogetherCounts.com* provides free resources for schools, families and communities that promote the creation of healthy habits. The content is aligned to the 2015-2020 U.S. Dietary Guidelines for Americans, WIC, SNAP-Ed, EFNEP, Head Start, CACFP, UN FAO, WHO dietary guidelines and national education standards. www.togethercounts.com

Program by the Numbers

- 3.3B Cumulative Consumer Reach (U.S., Australia, Colombia, Mexico)
- 48.15M US Students Engaged in the Curriculum, Reaching 50% of US Pre-K-5 Student Population
- 4.16M Total Unique Website Visits
- 426K Facebook Fans
- 300+ Active Corporate and Nonprofit Members



*Metrics through January 2019 covering engagement in the U.S., Australia, Colombia, Mexico and Brazil

Together Counts Platform Overview:

The platform includes health and wellness resources for parents, educators, students and communities.

- **Schools** are encouraged to download and implement free, standards-aligned curriculum that has reached nearly 50 million students since 2010.
 - 55-69% of schools engaged with the Together Counts resources are Title I – schools with a high percentage of students receiving free or reduced priced meals.
- **Parents** are involved through active participation in school-to-home curricular engagement, grant programs and accessing the free content through social media platforms.
- **Communities** play an enormous role through HWCF's 300+ corporate and associate member partnerships. National members leverage the free curriculum, after-school materials and resources for their own programs, customize and distribute it en masse at no charge.
- **Curriculum** spans Pre-K (age 3-5), grades K-2 (age 5-7) grades 3-5 (ages 8-11) with additional Science, Technology, Engineering and Math (STEM) agricultural/science resources and activities for middle school grades 5-7 (ages 12-14). Labeling resources for grades K-5 were created in early 2017 in collaboration with the FDA. The award-winning Together Counts program provides preventative nutrition, physical activity and social and emotional wellness education modules in English, Spanish and Portuguese.

Together Counts Content Review:

- The Together Counts content has been reviewed by the 270 not-for-profit program partners before being implemented into their own channels. These partners include government supported and nationally recognized organizations such as the National Head Start Association, National 4-H Council, National Child and Adult Care Feeding Program Sponsors Association, Special Olympics, United Way, Boys & Girls Clubs of America and many others.
- Alignment of the program was completed in conjunction with a team of WIC and SNAP-Ed representatives at the USDA who reviewed all content for approval and posted the final product to internal sites.
- Penn State University's Kid Care Program also reviewed and approved the content before creating a free training module on the program for use by Head Start and early childhood educators. In 2018, they released an evaluation of the program and training module with 92% of educators agreeing the program is effective or somewhat effective in teaching children to make healthy nutrition and physical activity choices.

Together Counts Impact Study:

- 90% of teachers were "very positive" in their perceptions of the effectiveness and impact of the lessons in changing students' knowledge of nutrition and physical activity concepts
 - Students increased consumption of fruits and vegetables, both variety and amount
 - Students increased the amount of time they engaged in physical activity and the variety of activities in which they participated
- Students who engaged were generally able to make wise and varied food choices, use food labels and demonstrate knowledge of caloric balance.