

From: Alisa O'Brien
Sent: 2/5/2015 1:24:20 PM
To: Haley, Nikki; brianstirling@gov.sc.gov; Veldran, Katherine
Cc:
Subject: RWJF announces \$500 million healthy weight commitment

Brian and Katherine,

My name is Alisa O'Brien and I am writing on behalf of the Robert Wood Johnson Foundation (RWJF).

RWJF announced today that it is committing \$500 million over the next ten years in a nationwide effort to ensure that all children grow up at a healthy weight <http://www.rwjf.org/content/rwjf/en/about-rwjf/newsroom/newsroom-content/2015/02/rwjf_doubles_commitment_to_healthy_weight_for_children.html>. This funding is on top of RWJF's \$500 million commitment, announced in 2007, to reverse the nation's childhood obesity epidemic.

Given your boss' leadership as a champion for healthy kids, would Governor Haley be willing to share this news with her constituents? If you would like to promote on social media, please use the hashtag #RWJFhealthyweight <<https://twitter.com/search?f=realtime&q=%23RWJFhealthyweight&src=typd>> (see template tweets and Facebook posts below). A public statement or press release from your office would be especially welcome.

Below are a few additional examples of how RWJF's work in this space has had an impact on South Carolina:

- Here <<http://stateofobesity.org/states/sc/>> is an overview of the state of obesity in South Carolina.
- More than 400 schools in South Carolina <https://www.healthiergeneration.org/about_childhood_obesity/in_your_state/south_carolina/> have joined the Alliance for a Healthier Generation's Healthy Schools Program, an RWJF-funded initiative to improve school health through more nutritious food, opportunities for physical activity, and commitment to teacher and staff wellness. Twelve of those schools were

honored by the program for their efforts to create, implement and sustain healthy environments for their children.

- RWJF has funded a community-driven effort to reduce childhood obesity in Spartanburg County
<<http://www.healthykidshealthycommunities.org/communities/spartanburg-county-sc>>.

Please let me know if there's anything else I can provide that would be helpful. Thank you in advance for helping share this exciting news across South Carolina.

Best,

Alisa

Sample Tweets:

- Excited to hear about @RWJF's \$500M commitment to help all children live healthy lives <<http://rwjf.ws/18HJm0T>> #RWJFHealthyWeight
- Kudos to @RWJF <<mailto:@RWJF>> committing an additional \$500M to help our kids grow up at a healthy weight <<http://rwjf.ws/18HJm0T>> #RWJFHealthyWeight
- #RWJFHealthyWeight commitment will ensure all children have access to healthier foods & physical activity <<http://rwjf.ws/18HJm0T>>
- Encouraged by recent #signsofprogress in stemming #childobesity @RWJF pledges another \$500M <<http://rwjf.ws/18HJm0T>> #RWJFHealthyWeight

Sample Facebook posts:

- The [tag Robert Wood Johnson Foundation <<http://www.facebook.com/robertwoodjohnsonfoundation>>] is committing \$500 million over the next 10 years to help all children grow up at a healthy weight. I commend RWJF for dedicating more than \$1 billion toward reversing the childhood obesity epidemic.
- More than one third of young people, roughly 23 million children and adolescents, are overweight or obese—rates far higher than they were a