



HEALTHY FOR LIFE® 20 BY 20 Impact Report



Healthy for Life 20 By 20

is a five-year initiative committed to the shared goal of improving the health of Americans 20 percent by 2020.

The purpose of this breakthrough initiative, launched in 2015 by the American Heart Association (AHA), the nation's largest voluntary organization dedicated to fighting heart disease and stroke, and Aramark, the largest U.S.-based food services provider, is to empower Americans to make healthy food, nutrition and lifestyle choices.

Recognizing that 72 percent of American adults have a poor diet and nearly 70 percent are overweight or obese, this collaborative health impact initiative builds on existing work by both organizations and underscores the American Heart Association's focus on its healthy living and prevention goals.

Healthy for Life 20 By 20 is focused on creating a culture of health at the individual, community and national levels

through industry-leading healthy menu commitments, in addition to deep collaboration and innovation in the areas of consumer, community and employee health.

This multi-year collaboration is unique because it comprehensively addresses population health opportunities through the combination of healthy menu innovation, consumer health engagement, community health outreach and Aramark employee wellbeing initiatives.



HEALTHY FOR LIFE 20 BY 20 COMMITMENTS

MENU

Deliver industry-leading healthy menu commitment (20% By 2020)

CONSUMER

Proactively engage, educate and inspire consumers

Engage and support Aramark employees in the cause

EMPLOYEE

Improve health and wellbeing of underserved communities

COMMUNITY



Health Impact **HIGHLIGHTS**



MENU *Impact & Innovation*

Through Healthy for Life 20 By 20, Aramark chefs and dietitians are on track to deliver against the initiatives' 20 percent healthy menu impact commitments by 2020. Since the start of the initiative, healthy menu innovation work has achieved:

13 percent average reduction in calories, saturated fat and sodium across menus served in workplaces, hospital cafés, and college and university residential dining halls—exceeding the 3-5 percent annual improvement target.

30 percent of main dishes served are now vegetarian or vegan as part of a broad focus on plant-based menu options with increases in the amount of fruit, vegetable and whole grain ingredients used.

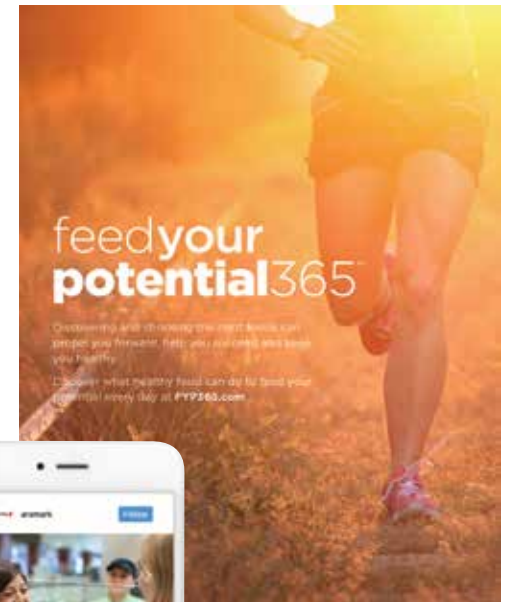


CONSUMER *Awareness & Engagement*

To achieve the Healthy for Life 20 By 20 goals, Aramark, with the support of the AHA, has launched an innovative campaign to help consumers discover what healthy food can do to feed their potential and live a healthier life.

The new Feed Your Potential 365™ health engagement campaign was launched in **more than 1,000 food service locations.**

Through in-unit signage, health promotions and features, sampling programs, as well as e-mail, web blogs, and social media, **the campaign is reaching millions of consumers.**



▶ **COMMUNITY** *Education & Experiences*

The AHA and Aramark have built a comprehensive suite of health education experiences designed to improve relationships with food and nutrition by equipping families from underserved communities with the right skills to make healthy choices part of their everyday lives.



Having undergone extensive evaluation through a pilot program conducted in three cities, the **community program is now being scaled nationwide.**

Activation has now expanded to 26 cities and nearly 50 community centers. In-depth participant evaluations show **positive changes in food and nutrition behaviors:**

Participants reported a 28 percent increase in fruit and vegetable consumption.

58 percent of those who participated in the deep engagement program (with 12 educational experiences) reported increased confidence in the ability to prepare healthy meals at home.

▶ **EMPLOYEE** *Health & Wellbeing*

With the support of the AHA, Aramark is working to create a culture of employee health and wellbeing consistent with our shared Healthy for Life 20 By 20 goals.



Aramark has expanded its already robust portfolio of employee health programs since the beginning of the Healthy for Life 20 By 20 initiative. The expanded suite of programs has contributed to an 8 percent reduction in average employee cardiac risk ratio* over the past two years.

With the addition of AHA tools and resources, AHA-supported employee health challenges and other health initiatives, Aramark received the **2017 Best Employer for Healthy Lifestyle® award** (platinum recognition level) from the National Business Group on Health.



* Independently measured by Aramark

Health Impact **MODEL**

Healthy for Life 20 By 20 introduces a unique health impact model where a preeminent health advocacy organization and a leading food company work together to leverage their combined reach and resources as part of a multi-year collaboration designed to help millions lead healthier lives.

Recognizing the scope of the public health challenge, this innovative model works comprehensively and simultaneously to:



Impact the food environment through industry-leading healthy menu commitments.



Engage consumers through health awareness, education and marketing programs.



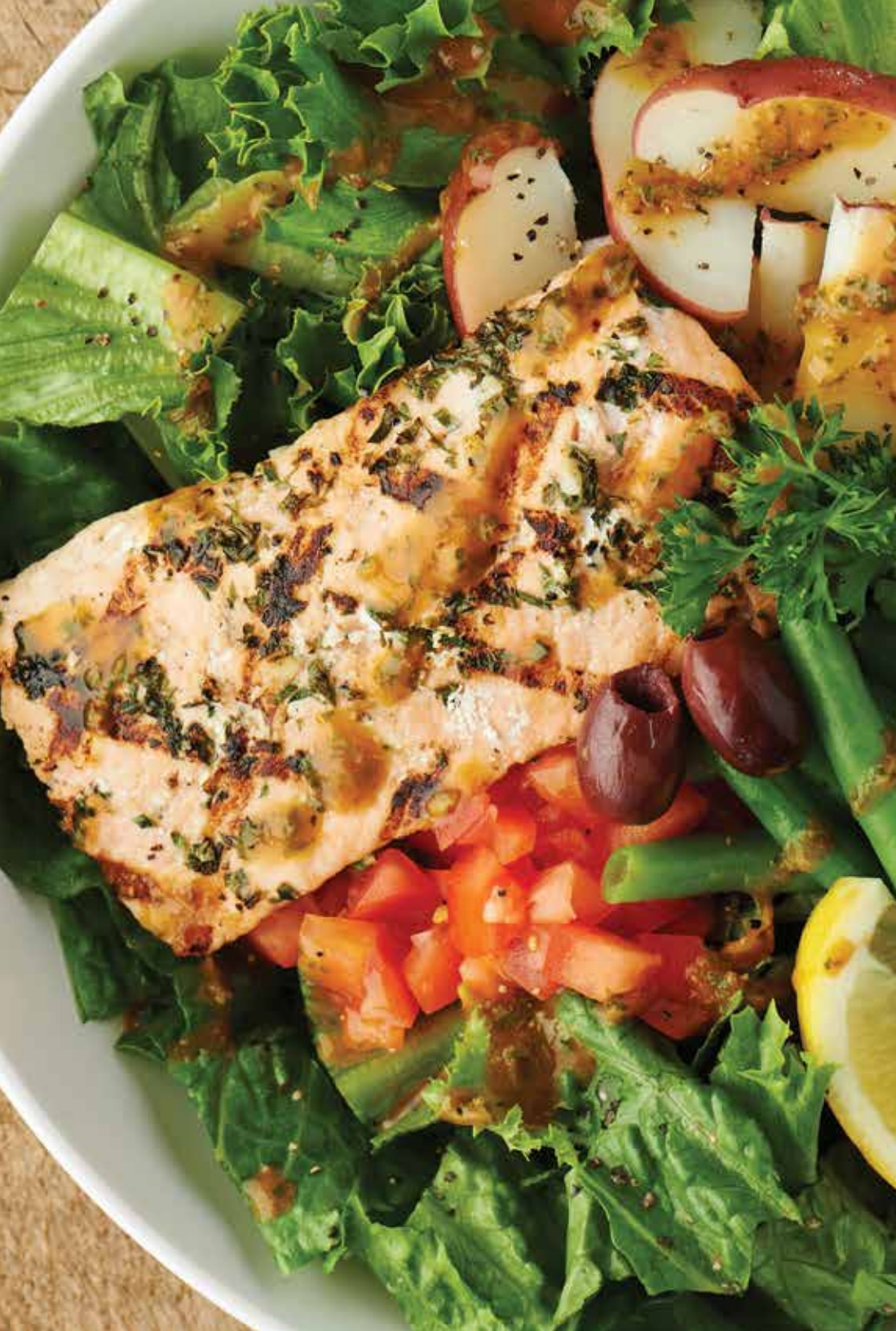
Support underserved communities through nutrition education combined with culturally relevant and family-centric cooking classes.



Improve the health and wellbeing of Aramark employees and their families through extensive workforce wellness programs.

This innovative Health Impact Model is delivering exciting results in each area of focus.





MENU Impact & Innovation



Commitments

Aramark has committed to achieving a 20 percent reduction in calories, saturated fat and sodium, as well as a 20 percent increase in fruits, vegetables and whole grains on the menu, by 2020.

Accomplishments

Since the start of the initiative, across menus served in workplaces, hospital cafés, and college and university residential dining halls, Aramark chefs have achieved a **13 percent combined average reduction** in calories, saturated fat and sodium.



VEGETARIAN OR VEGAN OPTIONS NOW 30%

Plant-based options make up 30 percent of the menu* and our chefs are continuing to explore further plant-forward innovation.



ALMOST 15% OF MAIN DISHES NOW WHOLE GRAIN

Selections with whole grains as a leading ingredient are increasing across the menu from entrées and pizza to soups and side dishes.



FRUITS, VEGETABLES & WHOLE GRAINS UP 5%

During the first year of tracking this new metric, average levels across the menus increased by approximately 5 percent.



SATURATED FAT LEVELS HAVE DECLINED BY 15%.

With these reductions, approximately half of selections served now have under 10 percent of their calories from saturated fat (and almost three quarters of choices now have less than 15 percent of their calories from saturated fat).



SODIUM LEVELS HAVE BEEN REDUCED BY 14%.

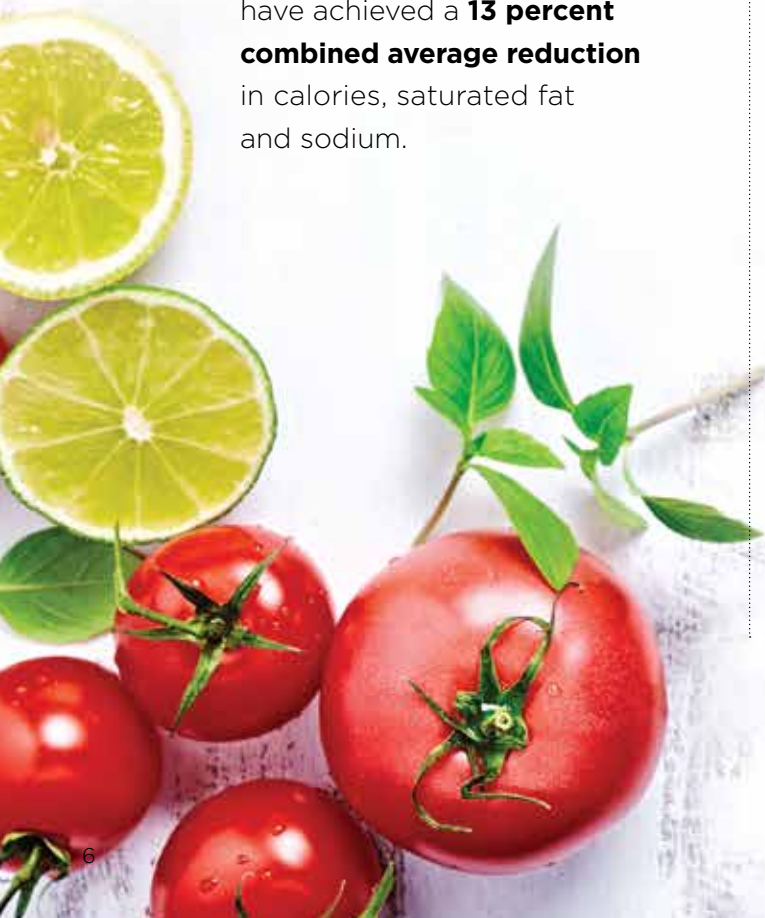
With progress to date, average sodium levels are now under 500 mg per serving for breakfast, lunch and dinner entrées, as well as soup.



AVERAGE CALORIES PER MENU ITEM HAVE DECLINED BY 11%.

With the calorie reductions achieved, more than 70 percent of main dishes are now 500 calories or less.

* Menus served in workplaces, hospital cafés, and college and university residential dining halls.



Activation Approach

Aramark chefs and dietitians have long been focused on creating health inspired menus—over 750 better-for-you recipes had been created and served at more than 1,000 locations—even before the kick-off of Healthy for Life 20 By 20.

Through the initiative, Aramark and the AHA aligned on raising the bar even further to achieve an industry leading 20 percent incremental menu impact.

Importantly, as part of the initiative's metrics and measurement program, Aramark built the capability to track the combined level of fruit, vegetable and whole grain ingredients in each recipe. In the first year of reporting for this measure, average levels across the menu increased by approximately 5 percent.

The American Heart Association and Aramark are also collaborating with other organizations to share best practices. Aramark played a prominent role at the AHA *Healthier Food Leadership Summit*.

The summit included 28 organizations from across the food value chain, as part of a thought-leadership forum with a focus on making healthier food available, affordable and accessible. Aramark presented a leadership case study and reported on its reformulation and innovation strategies, illustrating progress on the journey to improving the food landscape.





MENU Impact & Innovation

Aramark chefs and menu developers are taking a holistic approach, pursuing a variety of healthy menu impact strategies:

Menu Mix Redesign

Changing the assortment of recipes on the menu and adding more selections from Aramark's extensive portfolio of better-for-you recipes.

New Recipe Development

Developing new recipes and improving existing recipes in ways that combine fresh, wholesome, high quality ingredients to create lighter classics, better-for-you comfort food, and contemporary international cuisine.

Ingredient Sourcing

Working with suppliers to find ways to improve existing ingredients while discovering new high quality products for a healthier menu.





CONSUMER Awareness & Engagement



Commitments

Aramark and the AHA are working together to proactively engage and educate consumers about nutrition and their health, with the goal of inspiring people to make healthier choices part of their everyday lives.

Accomplishments

In support of our shared Healthy for Life 20 By 20 goals, healthy marketing, education and engagement **programs are reaching millions of consumers** in Aramark locations nationwide and through digital and social media.

A new health engagement campaign, **Feed Your Potential 365™**, was launched in 2016 in over 1,000 food service locations and through digital and social media. Aramark chefs and dietitians, and experts at the American Heart Association are sharing their insights, ideas and experiences with consumers to help them discover how healthy choices can power their day (and their lives).

The health engagement campaign comes to life from the moment a guest enters the door of their café or residential dining hall and engages them throughout their entire dining experience—reaching consumers through on-site signage, health promotions, menu features and sampling programs, as well as nutrition education and healthy lifestyle awareness materials.

This consumer health engagement campaign is also being activated through digital and social media with a dedicated website (www.FYP365.com) accompanied by blogs, e-mail communications and Instagram posts (@Aramark) from Aramark chefs and dietitians, and featuring experts from the American Heart Association.

The Feed Your Potential campaign will be an ongoing part of Aramark's Healthy for Life 20 By 20 commitment with the goal of **helping people discover what healthy food can do** to help them reach their full potential and accomplish their best.



Activation Approach

The consumer health engagement campaign is utilizing a variety of approaches to achieve:

Broad Consumer Reach: Programs reach a wide range of audiences—from college and university students to doctors, nurses and support staff in healthcare environments to employees in workplace settings, and parents of children in elementary, middle or high schools.

Get quick and easy recipes from our chefs.
Follow us on Instagram @Aramark



Hear from experts at the American Heart Association.
Follow us on Instagram @Aramark



Consumer Interest: Program content varies to include nutrition news from Aramark dietitians and AHA nutrition experts, healthy recipes and cooking tips from Aramark chefs and culinary partners, and seasonal health and wellbeing ideas from both organizations.

Consumer Access: Health awareness content is made available through printed materials in food service locations, a mobile-friendly website and social media. Consumers can engage at the time and place that best fits their busy lives.



CONSUMER Awareness & Engagement

Specific consumer engagement and education programs being implemented include:



Health Engagement Communications:

Feed Your Potential 365 health engagement materials placed throughout food service locations highlight how healthy choices can propel you forward, help you succeed and keep you healthy.

Everyday Menu Highlights: Aramark highlights their vegetarian, vegan, whole grain and 'Eat Well' menu selections to make these choices easy to find.

Special Menu Features and Promotions: Aramark promotes menu features and seasonal selections specially created by their chefs to support Healthy for Life 20 By 20 goals.

Eat Well Sampling: Sampling programs introduce consumers to new flavors and ingredients and enable them to experience first-hand how healthier menu choices can be delicious and satisfying.

Seasonal Newsletters: Newsletters bring nutrition information and healthy lifestyle ideas to the places where millions of people go for breakfast, lunch or dinner when they're dining away from home.

Web/Mobile: Aramark e-mails, blogs and 'ask-the-expert' content are available 24/7 online. AHA is a frequent content contributor.



Social Media: A dedicated Instagram channel brings fresh and topical healthy living ideas to consumers' phones several times each week.

Special Events and Programs: Health challenges and special seasonal consumer engagement programs are included in the programming mix to add interest and excitement.



COMMUNITY Education & Experiences



Commitments

The AHA and Aramark are committed to creating community engagement programs that change relationships with food and nutrition by inspiring families in underserved communities to make healthy food choices part of their everyday lives.

Accomplishments

To date, more than a dozen Healthy for Life® educational experiences have been developed as part of an extensive new community based health engagement curriculum. These interactive, hands-on, educational programs are led by community center staff and frequently supported by volunteers from both Aramark and the American Heart Association.

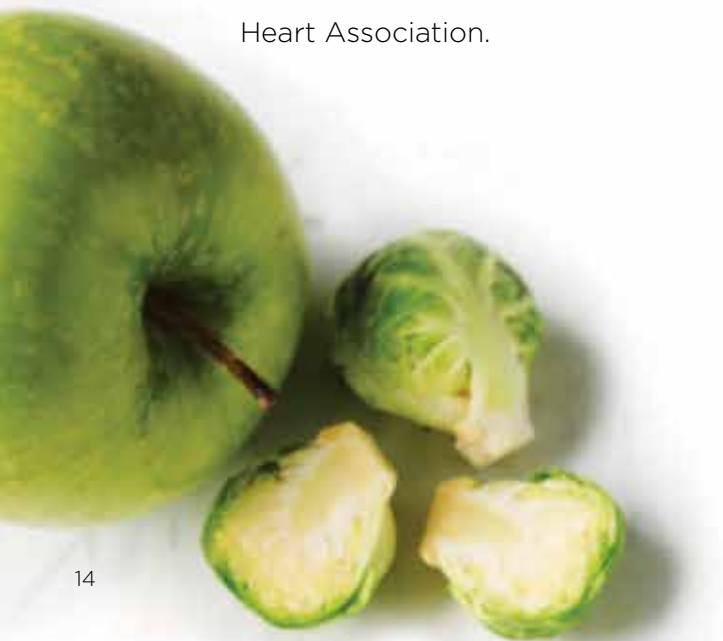
The curriculum's wide variety of educational programs provides a breadth of opportunities to engage and educate community members over an extended period of time. Programs include healthy food tastings, cooking classes, grocery store and other field trips, community meals, nutrition and wellbeing classes, and other activities.

Since the first year when five community centers piloted the curriculum and demonstrated that healthy eating habits can be transformed, **the program has expanded to nearly 50 community centers in 26 cities.**

As the program scales nationally, 10 **Feed Your Potential 365 Clubs have been launched** to build on early success and to provide more immersive and year-round healthy food discovery and cooking experiences. The new FYP 365 clubs combine the tested curriculum with interactive group activities that empower heads of households with the knowledge, skills and confidence to prepare healthy food for themselves and their families.

“You have something that you’re striving for, somewhere you’re trying to get. Where I’m trying to get is a better lifestyle every day. This has changed how I eat, how I cook.”

Community Participant, Buckner International
Dallas, Texas



Program participants reported a 28 percent average increase in fruit and vegetable consumption as well as significant increases in the frequency of choosing whole grains. Participants also reported improved confidence in the ability to prepare healthy foods at home.

Specific results measured during this past year:



More than half of the community members increased their **fruit/vegetable** consumption by at least one serving (per day).

Over a third of community members increased their frequency of choosing **whole grains**.

44 percent increased their confidence in ability to prepare **healthy meals** at home.

43 percent increased their confidence in ability to **improve their own health**.



Nearly half of community members decreased their **sugar-sweetened beverage** consumption by at least one can (per week).

“I think it means to me hope and change and opportunity. It does give you a new perspective and you have hope that you can actually change things. Instead of...I wish, I wish...when you come, it's like I know I can, and I will. Because it gives you the tools.”

Community Participant, Casa Central
Chicago, Illinois





Activation Approach

The multi-city pilot demonstrated the potential of the approach, proving that the program was building food literacy, increasing skills and giving participants confidence that they could prepare healthy, home-cooked meals.

Leveraging feedback from both participants and facilitators, a three-tiered replication model was created to provide flexibility for local centers to meet the needs of their unique populations.

Deep Engagement Model: Ten community centers became the inaugural Feed Your Potential 365 Clubs. These locations implement a year-round engagement with members participating together throughout a minimum of 12 educational experience sessions. Deep engagement results in greatest impact, while also providing a learning lab to optimize new program elements.

Medium Engagement Model: Over 30 centers are participating at this level where participants vary throughout the year. While not as extensive as the deep engagement model, participants in this level experience between four and six educational sessions. This approach maintains significant impact while providing increased flexibility for both center and participant.

Open-Availability Model: This approach makes the tested curriculum available to any organization that wants to improve health in their community, in any way that fits their needs. To support easy access, program materials are hosted at www.heart.org/healthyforlife. More than 100 community organizations have downloaded content to date.

As the program scales nationally, additional educational modules are being added and health impact and behavior change will continue to be measured.



EMPLOYEE Health & Wellbeing

Commitments

Believing that a healthier America starts with each of us, Aramark is committed to the health and wellbeing of our employees and their families. With the AHA's support, employee health initiatives are bringing Healthy for Life 20 By 20 to our associates.

Accomplishments

With the support of the AHA, Aramark has expanded its already robust employee health programs and in 2017 was recognized by the National Business Group on Health with the **Best Employers For Healthy Lifestyles® - Platinum Award** (the highest level of recognition).



The Best Employers for Healthy Lifestyles® award reflects Aramark's broad and continuing commitment to employee health and wellbeing and the many ways that Aramark is engaging its employees in the Healthy for Life 20 By 20 initiative with the AHA. The Platinum honor recognizes companies who have implemented a workforce wellbeing strategy with results across the multiple dimensions of wellbeing.



A third of Aramark's employees participated in screenings and health challenges coordinated with Healthy for Life 20 By 20 programs over the past year.

Health challenges are geared toward motivating employees through wellbeing promotion and education. They utilize incentives such as flexible spending account dollars and rewards—including water bottles and cookbooks from the AHA.

Employee participants in screenings and health challenges showed **improvements in their overall health and biometric scores—ranging from 5 percent to 12 percent*** depending upon the factor.



In addition, the average cardiac risk ratio of Aramark's employee population has **decreased by 8 percent*** over the past two years.

* Independently measured by Aramark

Activation Approach

With over 175,000 U.S. employees (and 250,000 globally), encouraging Aramark associates and their families to lead healthier lives is a pivotal part of achieving our Healthy for Life 20 By 20 goals. To support employee wellbeing Aramark provides a broad range of resources and programs, including:

Wellbeing challenges	Wellness fairs
Health assessments	Smoking cessation programs
Nutrition counseling/education	Free biometric screenings
Resiliency and stress management	Financial health assessment, literacy and security
Fitness centers	On-site flu clinics
Online coaching and courses	Appreciation and recognition programs

Managers and front-line associates are encouraged to participate as ambassadors to our consumers—encouraging the people they serve every day to participate in our on-site health promotions and programs.

Our employees also share their stories as part of our Feed Your Potential 365 health engagement campaign, to help inspire others to **discover what healthy food can do** in their lives.



Employee Health Meets Community Health

As part of Aramark's year-round community engagement programs, our employees volunteer to support dozens of healthy cooking workshops, create thousands of nutritious snack packs and meals, and build community fruit and vegetable gardens where families will be able to grow fresh produce for years to come.

During Aramark's special annual day of community service alone (Aramark Building Community Day) nearly 10,000 employees in the U.S. (and in 11 other countries) gave a total of 25,000 hours of volunteer service in our communities, working together with the support of the AHA to:



- ***Teach families about good nutrition and healthy cooking.***
- ***Encourage physical fitness by creating areas for active play.***
- ***Enable healthy eating through support of community gardens and access to fresh, nutritious food.***
- ***Serve as health ambassadors—sharing their knowledge with others and benefiting from inspirational community volunteer experiences.***



HEALTHY FOR LIFE® 20 BY 20

Healthy for Life 20 by 20 is a unique opportunity to pursue a shared vision with the American Heart Association and work in a meaningful way with our clients and through the communities we serve to improve the wellbeing of Americans.

Eric J. Foss

Aramark Chairman, President & CEO

It's essential that we make healthier options more easily available and empower people to choose these options for themselves and their families. We believe that our work with Aramark will help to build a culture of health at the individual, community and national levels.

Nancy Brown

American Heart Association CEO



Proud to be working together to improve the health of Americans 20% by 2020.



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