The Partnership for a Healthier America (PHA) works with the private sector and PHA Honorary Chair First Lady Michelle Obama to make the healthy choice the easy choice for busy parents and families. Our more than 70 partners are making healthier choices more accessible and affordable—regardless of where families live, work or play. PHA’s private sector partners make meaningful commitments to help end the childhood obesity epidemic, and PHA ensures commitments made are commitments kept by measuring and reporting annually on their progress.

**WHY CAMPUSES?**

During their first year in college, students’ overweight/obesity rates increase by more than 15%\(^1\).

Most college students are not meeting dietary and physical activity guidelines\(^2\).

The college years are a time when lifelong habits begin to form, as for the first time, many students are making their own choices about food and lifestyle.
PHA HEALTHIER CAMPUS INITIATIVE GUIDELINES

Working with a group of the nation’s leading nutrition, physical activity and campus wellness experts, PHA has a set of guidelines to build healthier environments for college and university students, some of which include:

**Food and Nutrition**
- Providing healthier food and beverage services in campus-operated dining venues
- Providing healthier vending options on campus
- Providing healthier catering services on campus
- Promoting water consumption on campus
- Increasing local foods/sustainability programs in campus food service
- Providing trained food and nutrition professionals on campus

**Physical Activity/Movement**
- Creating a built environment that encourages active forms of transportation on campus, including access to walking and bicycle paths
- Encouraging student physical activity/movement through increased access to facilities and programs on campus
- Encouraging outdoor physical activity/movement on campus
- Providing trained physical activity/movement professionals on campus

**Programming**
- Implementing an integrated, comprehensive wellness program for individuals on campus
- Offering other wellness programs on campus, including programs that address food security, service learning and/or cooking skills

To learn more about the Healthier Campus Initiative, contact Sara John at sjohn@ahealthieramerica.org

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\(^1\) Richardson et al. 2009. A Prospective Study of Weight Gain During the College Freshman and Sophomore Years. [http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2696183](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2696183).