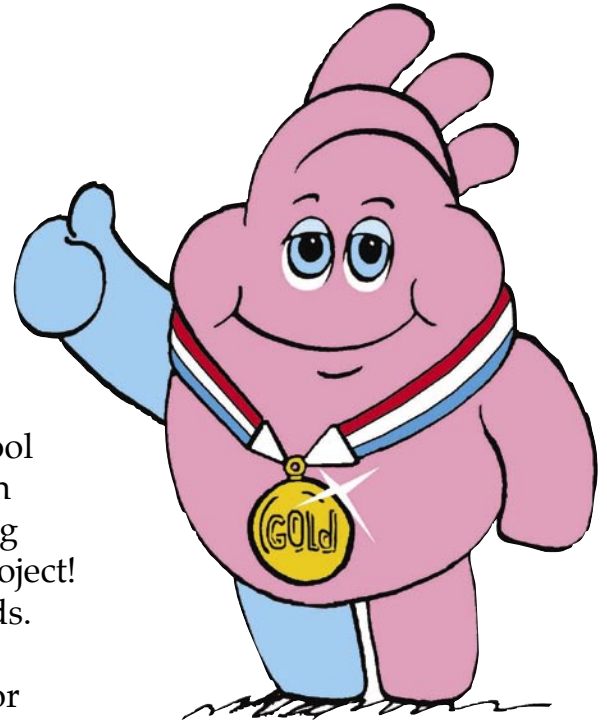


**Together we ARE making a
difference in the health of children!**

The Cooper Institute and the Michael and Susan Dell Foundation recently evaluated close to 300 childhood obesity programs and . . . **The Kellogg Delta H.O.P.E. Tri-State Initiative was given the highest rating of GOLD!**

Thank you to the principals, teachers, school staff, students, parents and volunteers of each participating school for embracing this program. Thank you to the Extension Services, Departments of Education and all collaborating partners in all three states for their dedication to this project! It is by your combined efforts that this program succeeds.

A special thank you to The W. K. Kellogg Foundation for their generous support in funding this project!



Hardy Heart®



For further information on this exciting project call Dr. Michelle Lombardo 770-495-0374

BOARD OF TRUSTEES

KENNETH H. COOPER, M.D., M.P.H.
CHAIRMAN

President & Founder
The Cooper Aerobics Center

FREDERICK R. MEYER
VICE CHAIRMAN

Chairman of the Board
Aladdin Industries, LLC

NEIL J. O'BRIEN
SECRETARY

Partner
Gardere Wynne Sewell, LLP

STEVEN N. BLAIR, P.E.D.

President & Chief Executive Officer
The Cooper Institute

LESTER M. (LES) ALBERTHAL, JR.

Chairman & Chief Executive Officer
(Retired)
Electronic Data Systems Corporation

ARTHUR M. BLANK

Chairman
Arthur M. Blank Family Foundation

SUSAN DELL

Chief Executive Officer & Creative
Director
Susan Dell, Inc.

DAVID D. GLASS

Chairman/Executive Committee
of Board
Wal-Mart Stores, Inc.

JOSEPH L. GOLDSTEIN, M.D.

Nobel Laureate
University of Texas Southwestern/Dallas
Medical Center

RAY HUNT

Chairman
Hunt Consolidated

DRAYTON McLANE, JR.

Chairman
McLane Group

PETER O'DONNELL, JR.

Investments

ROBERT B. PALMER

Chairman & Chief Executive Officer
(Retired)
Digital Equipment Corporation

LEE POSEY

Chairman
Palm Harbor Homes, Inc.

STEVEN S. REINEMUND

Chairman & Chief Executive Officer
PepsiCo, Inc.

ROGER STAUBACH

Chairman & Chief Executive Officer
The Staubach Company

LOUIS W. SULLIVAN, M.D.

President Emeritus
Morehouse University School of
Medicine

KENNY A. TROUTT

Chairman
Mr. Vernon Investments, LLC



The Cooper Institute

12330 Preston Road, Dallas, Texas 75230 • 972-341-3200 • www.cooperinst.org

May 4, 2005

Michelle A. Lombardo, D.C.
Delta H.O.P.E. Tri-State Initiative
3838 Song River Circle
Duluth, GA 30097

Dear Michelle A. Lombardo, D.C.:

Thank you for participating in the Children's Healthy Bodies Initiative (CHBI). You should be proud of your efforts in the fight against childhood obesity and the scrutiny these efforts withstood during the review. This project was an exciting one and The Cooper Institute and the Michael and Susan Dell Foundation (MSDF) are pleased to share the following information with you and your program staff.

Background

As you may remember, The Cooper Institute was awarded a grant by MSDF to evaluate childhood obesity programs in order to identify those programs with the greatest potential to help reduce childhood obesity. This project was called the Children's Healthy Bodies Initiative. Another goal of this initiative was to make available a database of programs that were reviewed in order to summarize what is currently available and highlight future needs.

Work began in March of 2004; results were presented to a panel of leading children's health experts on January 20-21, 2005 and a final report was issued to MSDF in the spring of 2005. The project team contacted close to 300 programs and 28 state health departments. The team interviewed 198 programs and scored 150 programs. Of these, 109 programs have also agreed to be part of a public information resource.

Scope

The 150 programs scored were involved in prevention and/or treatment of obesity for children ages preschool to 18 and met at least one of the following criteria:

- Had weight management (weight loss, prevention of weight gain obesity, energy balance) as a primary program objective.
- Had weight targets as primary outcomes (weight, BMI, percent body fat, obesity prevalence).

BOARD OF TRUSTEES

KENNETH H. COOPER, M.D., M.P.H.
CHAIRMAN

President & Founder
The Cooper Aerobics Center

FREDERICK R. MEYER
VICE CHAIRMAN

Chairman of the Board
Aladdin Industries, LLC

NEIL J. O'BRIEN
SECRETARY

Partner
Gardere Wynne Sewell, LLP

STEVEN N. BLAIR, P.E.D.

President & Chief Executive Officer
The Cooper Institute

LESTER M. (LES) ALBERTHAL, JR.

Chairman & Chief Executive Officer
(Retired)
Electronic Data Systems Corporation

ARTHUR M. BLANK

Chairman
Arthur M. Blank Family Foundation

SUSAN DELL

Chief Executive Officer & Creative
Director
Susan Dell, Inc.

DAVID D. GLASS

Chairman/Executive Committee
of Board
Wal-Mart Stores, Inc.

JOSEPH L. GOLDSTEIN, M.D.

Nobel Laureate
University of Texas Southwestern/Dallas
Medical Center

RAY HUNT

Chairman
Hunt Consolidated

DRAYTON McLANE, JR.

Chairman
McLane Group

PETER O'DONNELL, JR.

Investments

ROBERT B. PALMER

Chairman & Chief Executive Officer
(Retired)
Digital Equipment Corporation

LEE POSEY

Chairman
Palm Harbor Homes, Inc.

STEVEN S. REINEMUND

Chairman & Chief Executive Officer
PepsiCo, Inc.

ROGER STAUBACH

Chairman & Chief Executive Officer
The Staubach Company

LOUIS W. SULLIVAN, M.D.

President Emeritus
Morehouse University School of
Medicine

KENNY A. TROUTT

Chairman
Mr. Vernon Investments, LLC



The Cooper Institute

12330 Preston Road, Dallas, Texas 75230 • 972-341-3200 • www.cooperinst.org

How was the work completed?

- Cooper Institute team members gathered information and resources from a variety of channels.
- Programs were categorized by intervention type (prevention or treatment); specialty area (research, applied or community programs, national or state initiatives, and marketing/media campaigns); and target group (public health, schools, communities, and clinics).
- Programs were scored objectively based on program design, evaluation, implementation and dissemination. A perfect score was 16 points. Programs were ranked by:

- Gold Score ≥ 12
- Silver Score ≥ 10
- Bronze Score ≥ 5

All programs reviewed in this study are improving the lives of our children. It is important to understand that program scores were based on *information available* to the project team and thus reflect information from a “snap shot” in time. Because programs are continually growing and changing, program scores might be different if evaluated at a different time.

Programs were scored in four categories: program design, evaluation, implementation and dissemination. Of the 150 programs scored, 47 received a gold rating, 51 were silver rated and 52 bronze. Congratulations, your program received a **Gold** rating.

Program scores have been provided to MSDF to assist further research and investigation in this area. Should your organization be interested in approaching MSDF for funding consideration, please refer to www.msdf.org for information about the online proposal process.

We want to thank you again for participating in this review. You are to be commended for your commitment to children's health. Please email Heather Kitzman at hkitzman@cooperinst.org with any questions.

Sincerely,

Susan J. Campbell
Vice President, Education

Norma Hansen
Project Manager

W.K. Kellogg Foundation funding to support the Delta H.O.P.E. Tri-State Initiative - a school based nutrition and physical activity program for elementary schools

The Mississippi Alliance for Self-Sufficiency (MASS), a cooperative outreach including The Mississippi Food Network, Inc. of Jackson, Mississippi is embarking on a project to combat the epidemic of children who are overweight and at risk for overweight in the Delta Region of Mississippi, Louisiana and Arkansas. This tri-state initiative is an unprecedented collaboration that endeavors to replicate a successful intervention model piloted in Mississippi last school year.

The project is funded by a four-year, \$1.57 million grant from the W.K. Kellogg Foundation of Battle Creek, Michigan.

Efforts will focus on the implementation of a comprehensive, school-based nutrition and physical activity program to address childhood overweight and obesity. The target audience is children in grades kindergarten through fifth.

“This program mainly targets Mississippi school children in Delta counties,” said Deborah Little, Family Nutrition Program Accountability Manager with Mississippi State University’s Extension Service. In addition to the Mississippi schools, the grant provides funding for 10 schools in Louisiana and 10 schools in Arkansas in the Delta region.

The OrganWise Guys[®]/Take 10![®] program consists of innovative, educational materials such as books, activity books, videos, CD-Roms and more.

These materials all utilize evaluated teaching tools called The OrganWise Guys[®]. This cast of characters brings the body to life and facilitates the communication of important health issues in a manner understood by children.

Collaborators on this project include Mississippi State University’s Extension Service Family Nutrition Program (FNP), several state-wide members of MASS which include the Mississippi Department of Education Child Nutrition Programs and the Mississippi Dept. of Agriculture, University of Arkansas Cooperative Extension Service, and Louisiana State University AgCenter. These entities will be taking the lead in getting the nutrition program underway. The International Life Sciences Institute Center for Health Promotion owns the Take 10![®] program and will also participate in the evaluation portion of the project. Wellness Incorporated will provide project management and training on their OrganWise Guys[®] materials.

The beneficiaries of this project will be the children of the Delta region. The epidemic of childhood overweight and obesity has serious health implications for children both now and in the future. Dr. Jeffery Koplan, former Director of the Centers for Disease Control and Prevention states, “Overweight children are at risk for cardiovascular disease, diabetes and other serious health problems.” The epidemic of obesity in children can only be confronted through comprehensive health programs designed to educate and change behaviors in a variety of settings.

A pilot was conducted last year in four Mississippi Delta schools and is now being

expanded by this four-year grant adding multiple schools each year. A press conference is scheduled for December 3, 2003 at Weddington Elementary School which is part of the Greenville Mississippi School District and is one of the schools that will be receiving this intervention this year.

The W.K. Kellogg Foundation was established in 1930 "to help people help themselves through the practical application of knowledge and resources to improve their quality of life and that of future generations." Its programming activities center around the common vision of a world in which each person has a sense of worth; accepts responsibility for self, family, community, and societal well-being; and has the capacity to be productive, and to help create nurturing families, responsive institutions, and healthy communities.

To achieve the greatest impact, the Foundation targets its grants toward specific areas. These include: health, food systems and rural development; youth and education; and philanthropy and volunteerism. Within these areas, attention is given to the cross-cutting themes of leadership; information and communication technology; capitalizing on diversity; and social and economic community development. Grants are concentrated in the United States, Latin America and the Caribbean, and the southern African countries of Botswana, Losotho, Mozambique, South Africa, Swaziland, and Zimbabwe.

Contact information:



Project Coordinator:
Michelle Lombardo D.C.
Phone 770-495-0374
Fax: 770-495-0374
wellness@abraxism.com



Linda Gayle Smith, MS.RD,LD, CFCS
Phone: 601-649-8293
Fax: 601-428-2274
Cell: 601-498-9898

University Partners:



Deb Little Ed.D.
Phone 662-325-0623
Fax: 662-325-1503
deborahl@ext.msstate.edu



Rosemary Rodibaugh, Ph.D., R.D., L.D.
Phone: 501-671-2111
Fax: 501-671-2294
rrodibaugh@uaex.edu



Heli Roy, R.D., L.D.N., Ph.D.
Phone: 225-578-4486
Fax: 225-578-2478
hroy@agctr.lsu.edu