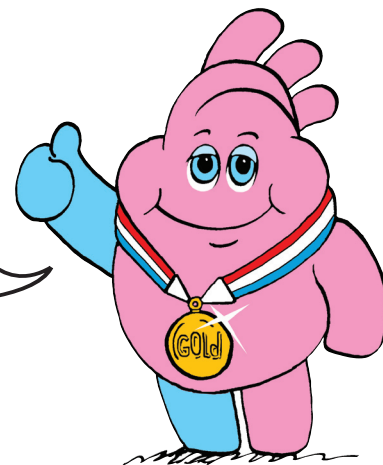


# THE ORGANWISE GUYS®

## PROGRAMS, EVALUATIONS & KUDOS

*Teaming up with  
The OrganWise Guys  
produces healthy  
results!*



### **Delta HOPE Tri-State Initiative (HOPE)**

This four-year, \$1.57 million initiative was funded by the W.K. Kellogg Foundation (WKKF). The school-based obesity prevention initiative focused on 30,000 low-income children in the Delta regions of Louisiana, Arkansas and Mississippi. The OrganWise Guys were the cornerstone of HOPE.

#### **Evaluation:**

“In reviewing the results of the BMI analysis for approximately 1,400 students in the Delta HOPE project, the trends suggest that the percentage of students in the overweight and obese categories have declined over time. Further, the percentage of students in the healthy weight category has increased over the 3-year period. Specifically, between 2005 and 2007, the percentage of students in the obese category has declined from 24.43% to 20.24%. In the baseline year of 2005, 53.13% of students fell within the healthy weight category. In the final intervention year of 2007, 59.12% of students were within a healthy BMI for age percentile suggesting students are shifting from the higher categories to the healthy weight category.”

**The Cooper Institute** commissioned the **Michael and Susan Dell Foundation** to review over 300 childhood obesity programs.

**Evaluation:** “HOPE is the program with the greatest potential to help reduce childhood obesity.”

**Kudos!** They gave us a GOLD rating!

**Kudos!** The Department of Health and Human Services awarded The OrganWise Guys Inc./HOPE with its 2005 national *Innovation in Prevention* award for a school-based program.

**Kudos!** The National Governors Association Center for Best Practices has listed HOPE in their “Creating Healthy States; Building Healthy Schools” Issue Brief. “Governors can capitalize on the growing interest in improving wellness by taking specific actions to promote nutrition and physical activity in schools. Examples of successful initiatives exist in all states and many local communities and may serve as a promising model for promoting wellness in schools.

# And there's more! . . .

## **HOPS (Healthier Options for Public Schoolchildren)**

The Healthier Options for Public Schoolchildren (HOPS) program thematically integrates an evidence-based set of interventions including healthy dietary offerings, nutrition and lifestyle educational curricula, increased levels of physical activity, and other school-based projects in a feasible, replicable, and proven-effective manner. The nutrition and healthy lifestyle educational arm of HOPS is two-fold as it includes both the HOPS Foods of the Month (FoM) programming and The OrganWise Guys (OWG). Nutrition education is modeled everyday in school-provided breakfasts, lunches, and extended day snacks. Efficacy of programming, tested from fall 2004 to spring 2008 via quasi-experimental, intervention-control group design, is evident in the statistically significant improvements in body mass index percentiles and blood pressures of HOPS children as compared to non-HOPS children.

**Kudos!** A review of the program was highlighted in the *New York Times Sunday Magazine*.

## **Blue Cross Blue Shield (BCBS) and Smart Bodies (Louisiana)**

To expand on the success of HOPE in Louisiana, LSU AgCenter partnered with BCBS of Louisiana Foundation to expand the number of participating schools to an additional 250 schools over five years. The Body Walk component (*a traveling, life-size exhibit that allows children to "walk through" the body*) has The OrganWise Guys guiding their tour and includes OrganWise Guys activity books for the children.

**Kudos!** Smart Bodies received a 2007 4-H *Program of Distinction* from the National 4-H Headquarters.

## **Healthcare Services Corporation (HCSC) Texas, New Mexico, Illinois & Oklahoma**

This new multi-state expansion (funded by the largest not-for-profit BCBS consortium, HCSC) is modeling the project in 100 schools across the four states with plans to expand each year. Partnerships with New Mexico State University, University of Illinois at Chicago and Prairie View A&M University have been established which allow federal match of funding as part of their USDA FSNE program. The program also targets American Indian populations in New Mexico and Oklahoma.

**Kudos!** President of BCBS of Illinois Paul Boulis noted that "expanding access to fun and motivating interventions will help children live healthier and more productive lives, while having an impact on the long term health and wellness of (the) state." (*Japsen, Chicago Tribune, 3/20/08*)

**Kudos!** Robert Wood Johnson Foundation article reports ... "Recently, BCBS of Illinois also has directed charitable contributions to programs such as OrganWise Guys, which educates elementary school students at roughly 10 schools statewide about sound nutrition and healthy behaviors."

## **Oliver Foundation**

Forty schools in the Fort Bend Independent School District in Houston are utilizing The OrganWise Guys materials as part of a comprehensive childhood obesity model via funding from the Oliver Foundation. In addition, in year two of the program (Fall 2007), a five-year longitudinal study of this model commenced. This study is being conducted by Baylor University.

**Kudos!** In addition, the Oliver Foundation along with WKKF, co-funded the production of seventy-two OrganWise Guys vignettes (*now available on DVD*). The grant includes a national contest to encourage 125 schools to become OrganWise by winning an OWG CORE KIT.

*For more information, please contact us at 800-786-1730 or [sales@organwiseguys.com](mailto:sales@organwiseguys.com)*