



Forward Progress 2015

Vol. V No. II

Happy Birthday HealthStart!

We're 5 Years Old Today!



Dear friend,

Today, June 22, marks HealthStart's 5th Anniversary. The critical need for early health education continues. According to the Centers for Disease Control and Prevention (CDC), one in three Texas kids are overweight. Further, the percent of Texas youth who are obese has remained between 14 and 17 percent since 2003.

However, there is reason to hope. Every day I hear from schools and parents looking for ways to incorporate healthy habits into their school programs or homes. HealthStart has given more than 1,400 Texas children, between the ages of 3 and 10 years of age, the tools they need to be healthy their whole lives through our Health Education for Youngsters! (HEY!) Curriculum.

HealthStart is poised to grow our impact. Last year HealthStart received a grant from HEB to continue piloting our cafeteria-based, elementary school nutrition education program, What Are YOU Feeding?™. This year HealthStart plans to resume development of our game app Monstralia: A Healthy Life For Your Little Monster™ after successfully pitching the concept at ATX Hack 4 Change recently.

HealthStart owes our success and our future to the amazing people we have been able to attract to our cause. Over the past six months we have grown our Board from eight members to 12. You can learn about our newest members in this issue of our newsletter.

HealthStart has also enjoyed the strong support of partners and allies. Special thanks goes to UT Child Development Center and UT Elementary School who have been steadfast in their belief in our approach and our programs. Finally, we'd be nothing without the army of interns and volunteers who contributed to the development of our materials, helped raise money, and maintain and support our social media efforts.

Here's looking to a healthier future for us all.

Gratefully yours,
Robin Herskowitz, Founder

THANK YOU to all of our donors and supporters!

We started off 2015 with a bang thanks to the incredible success of our Amplify Austin and I <3 HealthStart fundraisers! We raised nearly \$25,000 which has helped us propel our programs forward into new markets across Texas. Thanks to your support and generosity, we can bring early health education to many Central TX kids!

HEALTHSTART BY THE NUMBERS

- + 5 years
- + 24 schools
- + 1,400 kids
- + 47 interns
- + 1,305 Facebook followers
- + 2,079 pages of curriculum
- + 3,600 Twitter followers



HealthStart & the Texas Farmers Market

This fall and spring HealthStart has been partnering with the [Texas Farmers Markets](#) to bring nutritious, delicious activities to the kids at the Mueller and Lakeline markets. Working with the Texas Farmers Market has been a joy - we have been able to use their fresh local produce to teach children how different foods can feed their whole bodies. Being able to send the kids away with an informative coloring card and snack on the go has really helped to drive the lesson home! We look forward to continuing our partnership with such a great organization next year. Our last visit of the season will be **this Sunday, June 28th from 10am-12pm at the Mueller Farmers Market**. Come take a break from the sun and shopping to say hi and grab a quick snack!



We hope you have a fun, healthy and happy summer!

Sincerely,
All of your friends at HealthStart Foundation



ATX Hack 4 Change

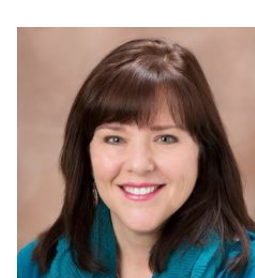
With help from David French, Rainier Ababoa, Hayley Call, Ellen Lazzaretti, and our own Jeremy Follin, HealthStart made real progress on our game app, Monstralia at ATX Hack 4 Change. Their work lead to a presentation at City Hall and one event judge suggested that we are

almost ready to beta test our prototype. Be on the lookout for an opportunity to try out Monstralia!

Meet our newest Board Members!

Dr. Rick Lusk, DVM, Member, Scientific Committee

Dr. Rick Lusk splits his time between his veterinary and his human nutritional coaching practices. He believes strongly that good health is tied to what we eat and uses the latest scientific information to help his patients make healthy choices. He enjoys teaching and is regularly involved with student training at Texas A&M College of Veterinary Medicine.

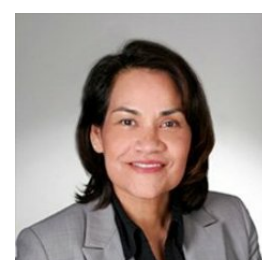


Loree LeBoeuf, Chair, Revenue Development Committee

Loree is an experienced non-profit executive director with a broad background in legal, direct sales and management. She brings a wealth of experience in fundraising and event planning to the HealthStart Foundation.

Letycia Pastrana, Chair, Foundations Committee

Letycia brings 15 years of experience in nonprofit leadership, management and organizational development to HealthStart. She is a leader in creating opportunities through strategic partnerships.



Jeffrey Schulkers, Secretary

Jeff is a highly skilled organizational leader and designated speaker with over 16 years experience in supervisory/management capacities for both military and Fortune 100s companies. He has volunteered in numerous capacities over the past 18 years prior to joining the HealthStart Board of Directors.