

# PHA SUMMIT 2015

Building a Healthier Future Summit - February 25-26, 2015

Washington Hilton, Washington D.C.



## Morrison Healthcare at PHA Summit



Morrison Healthcare participated at the Partnership for a Healthier America (PHA) Summit in Washington D.C. on February 25-26, 2015. Our hospital partners Lurie Children's Hospital Chicago, represented by Rachael Lynch, retail manager, and Nemours Children Hospital, represented by Dan Leach, foodservice director, supported our Wellness team to make this event a success. Morrison Healthcare was recognized at the summit for its hospital participation in the Drink Up Campaign.

The PHA Summit is one of the nation's premiere gatherings of health experts, policymakers, and business and industry leaders committed to ending childhood obesity. The Summit provides a unique opportunity for those in the private sector to sit with their nonprofit academic, and government counterparts to address issues critical to the future of this country's health and wellbeing.

Morrison Healthcare direct PHA hospital partners include Lurie Children, Nemours, Kaiser Permanente, Jersey Shore University Medical Center, and Meridian Health System. Morrison Healthcare also has a commitment to 400 hospitals with PHA. We are entering the third year of our five-year commitment of Hospital Healthy Initiative.



*Fit to Celebrate Benefit Dinner with guest Julia Yawn, VP of Nursing, Regional Medical Center, Orangeburg, at the PHA Summit 2015*





## First Lady Michelle Obama at PHA

PHA Honorary Chair First Lady Michelle Obama spoke at the PHA Building a Healthier Future Summit 2015. She talked about implications of childhood obesity and strategies to control it by implementing plans like Let's Move. The First Lady talked in large about the importance of eating fruits and vegetables in everyday food and the launch of the #GIMMEFIVE campaign.

## Smoothie Bike

Morrison Healthcare featured The Smoothie Bike at the PHA Summit 2015. The crowd was excited to ride the bike and blend their smoothies. The Smoothie Bike promoted adding more vegetables and fruits to the daily diet in a fun way. Riders included Healthy Harvest, Wellness in Schools and many more.



## Smoothie Bike Success

The Smoothie Bike turned out to be a great activity at the PHA Summit 2015. Many summit participants rode the Smoothie Bike and talked about it offline (Twitter). Smoothies featured both the superfoods for February – *Chilies and Chocolate*. Smoothies included a choco banana smoothie and a berry beet smoothie.

## Twitter Success

Morrison Healthcare organized an exclusive Twitter party for the PHA Summit. Twitter users from various organizations and sectors participated at this party with the hashtag #MHCATSUMMIT.

As a result of this party, Morrison Healthcare was featured on the live Twitter feed at the PHA Summit. More than a dozen Twitter users started following Morrison Healthcare's Twitter account. Organizations like PHA, Dannon, Hampton Creek, VOSS Water, and Healthy Harvest mentioned Morrison Healthcare in their tweets.

