“By giving students, parents, and community members the necessary tools to surround themselves with healthy options, HealthCorps is working today for a healthy America tomorrow.”

- Mehmet C. Oz, M.D.
  Founder of Healthcorps®
Michael F. Roizen, M.D. and Mehmet C. Oz, M.D. with the HealthCorps Coordinators and staff.
Dear Friend,

As HealthCorps’ founder, I want to thank you for your support and unwavering faith in our vision. This marks the first annual report for HealthCorps. It covers fiscal year 2008, which ran from July 1, 2007 through June 30, 2008.

Modeled after the Peace Corps, HealthCorps deploys a sharp team of Health Coordinators, recent college graduates with a strong interest in pursuing graduate studies in medicine and health, to carry out the HealthCorps curriculum and nurture student activists who then reach out to often neglected communities.

HealthCorps offers schools a core curriculum of nutrition, fitness and mental resilience and shows students the benefits of making simple changes to achieve healthier lifestyles, like walking at least 10,000 steps a day, reading food labels, eating nutritious snacks and learning how to cope more effectively with stress.

Our Movement targets all Americans with the message that today you can make small lifestyle enhancing changes to increase your well-being and guarantee a fuller and longer life.

In 2007-2008, the HealthCorps network expanded to 36 high schools in seven states, where the program’s impact reaches 32,400 students and community residents. By the time of this printing, we will be up and running for fiscal year 2009 in 44 schools across seven states. We will be impacting 66,000 lives.

HealthCorps is supported by public and private partnerships and devoted people like you! Thank you for helping us revolutionize America’s health.

Mehmet Oz
Founder and Chairman, HealthCorps®
Although we were all once teenagers, the teenage mindset only seems to stay with us as long as the corresponding years. As adults, we seem to forget the fact that teenagers don’t like to listen to adults – even when the advice they’re giving is important.

So at HealthCorps, we created a system to teach kids about wellness that was based around the premise that teenagers like to talk to and hang out with their peers. Recent undergraduates headed towards health careers lead high school students in interactive seminars on nutrition, fitness and mental resilience.

HealthCorps also operates on several other premises specifically geared to the mind of a teenager:

**Teenagers like being renegades.** So we made activism a key component of the program. Our students are encouraged to participate in community events and programs that help others become savvy about much of the “misinformation” coming at them through misleading health marketing...

**Teenagers like to stay close to home.** We try to identify healthful fitness activities that kids can do in their rooms, backyards and neighborhoods.

**Teenagers like to feel important and vested with trust,** so we set them up to become health ambassadors to their own households and communities.

**Teenagers like to make choices, instead of having people tell them what to do.** We teach students the variety of choices awaiting them every day in the grocery store, their home and in life – including the choice of whether to choose a good attitude over a bad one.

We also understand that **teenagers have volatile emotions.** We teach kids to look at WHY they are eating, as well as WHAT they are eating and we teach them little tricks to deal with everyday stress in positive ways.
The heart of HealthCorps® lies in its Coordinators. Through the HealthCorps program, our Coordinator becomes a full-time, salaried advocate for each HealthCorps school. Each Coordinator works with the individual school to develop a tailored edition of HealthCorps to meet the needs of the community.

Impact FY2008: 10,800 students for the high-school based intervention.

Engage students:
- as they become autonomous shoppers
- establishing life-long shopping habits and eating behaviors.

Empower students to:
- take better care of themselves
- influence the market of healthy choices
- influence the accepted norms of healthy behavior.

Priorities:
- Grow in scale and diversity
- Maximize our impact on students
- Maximize our impact on communities and consumers
- Ensure a sustainable model and system
Coordinators serve as peer –mentors to carry out a core curriculum of nutrition, fitness and mental resilience targeting populations most at risk (Afro-Americans & Latinos) in major cities across the country.

These Coordinators are recent college graduates willing to defer entrance to medical school and other health graduate school programs to obtain hands-on experience for a two-year period.

Coordinators promote personal responsibility to high school students through interactive school seminars and community events focused on the value and power of students’ bodies and minds.
HealthCorps® is the only integrated and proactive high school health public/private program in the country directly impacting students. It delivers its curriculum in three parts:

**Nutrition**  
“Eating is Believing”

**Fitness**  
“Exercise Anywhere”

**Mental Resilience**  
“The YOU Factor”
Activate

HealthCorps® activates and disseminates its message to the broader audience and builds its preeminent health brand through:

- Community Events
- Service Learning Projects
- Families
- Celebrity and Expert Ambassadors
- Future Health Practitioners

Impact FY2008: 32,400 participants through Healthy Halloween * Eric Weinmayer Lecture * Healthy Bodega * Healthy Steps Contests (all states) * Highway to Health Festivals (all states)
Curriculum & Training

Version 2.0 HealthCorps 250 page curriculum as per National Health Education Standards

Strategic curriculum partners: Spirituality For Teens, Recipe for Success, Children’s Aid Society, Eat Food, United Federation of Teacher, New York City Dept. of Health & Mental Hygiene. Successful recruitment of 45 HealthCorps coordinators for FY2009

Administration/Infrastructure

Established New York 501c3 status

Increase from 9 to 36 Coordinators & Schools for 2007-08 school year

Increased general operations staff - 8 full time, 4 project consultants (programming – legal – finance), created an intern program

Expanded Boards and Celebrity Team:  Dr. Alan Gass, Chris Lighty, Dr. Ben Lewis, LL Cool J, Lil Mama, Melle Mel, Bianca Solorzano, Dr. Jon LaPook, Donna Karan, Kevin Liles, Stepp Stewart, Jesse Palmer, David Price, Miss USA, Miss Teen USA, Miss Universe

Created prospecting database of approximately 5,000 contacts
Working Today

Accomplishments 2008

Executed Affinity Health Plan efficacy study

Secured New York headquarters for staff of 12

Creation of employee protocols & systems, including a Coordinator intranet, the “HealthCorps Operating Room,” to enhance internal communications, share curriculum lessons and offer a shared calendar.

Activism Projects

Healthy Steps Contests – In conjunction with State Executive Office and partners at CUNY campus in Harlem

Healthy Bodega – 150 surveys conducted in conjunction with New York City Dept. of Health & Mental Hygiene to help bring access to fresh foods to neglected neighborhoods

Classroom Breakfast Pilots: planned launch with New York City School Food to guarantee a nutritious breakfast to all students

Eric Weihenmayer Lecture on mental resilience: March 4th Manhattan Center for Science & Math, East Harlem 800 students in attendance

HealthCorps® Highway to Health
Community Health Fairs- in 3 states
Accomplishments 2008

Marketing

Brand Logo courtesy of DiMassimo Goldstein

Launched website courtesy of VEMMA www.healthcorps.org

English/Spanish marketing collateral

10 non-profit career fairs

Monthly “HealthCorpsTimes” e-newsletter distribution list of 2,000

Weekly “Corps Connection” internal e-newsletter
## FY 2008 Expenses Report

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<th>Category</th>
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HealthCorps® increased brand awareness through feature segments in fiscal year 2008 in the following:

- ABC’s Good Morning America
- Fox News Channel
- Extra
- WABC TV (NY),
- CBS4 TV (FL)
- NY Daily News
- Palm Beach Post (FL)
- The Saturday Evening Post
- Discovery Health Channel segments
- Free Highway to Health advertisement in The New York Times
On January 18, 2008 – Over 1800 people participated in HealthCorps’ Saints and Spinners event to raise money and awareness of the health of today’s youth. The event netted $250,000 for HealthCorps.
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<th>Description</th>
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Thank you to all of the donors who have joined the movement!

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Yvette & Joe Mallah

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HealthCorps is grateful for the support of all our donors, regardless of gift amount. Due to space considerations, however, we are only able to list donors who gave $1,000 or more in fiscal year 2008 in this report.
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