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**Boston Children's Hospital Receives \$7.5 Million from New Balance Foundation to Expand  
Childhood Obesity Prevention Center**

*Gift will extend services to primary care, community non-profits, homes and schools*

**Boston, MA – March 21, 2018**— Boston Children's Hospital today announced a new \$7.5 million gift from New Balance Foundation that will help expand its efforts in childhood obesity prevention, clinical research and care. The New Balance Foundation's gift will help establish a "wrap-around" model of care, including interventions with primary care providers, community after school programs, homes (via telehealth) and schools. In the last ten years, New Balance Foundation has contributed a total of \$18M to Boston Children's Hospital to support the prevention and treatment of childhood obesity.

Obesity remains an epidemic among U.S. children:

- Approximately 32 percent of U.S. children are overweight or obese, with rates highest among ethnic/racial minorities and low-income families.
- Three out of four youth do not meet the recommended 60 minutes of moderate- to vigorous-intensity physical activity each day.
- Children in the U.S. consume about 19 teaspoons per day (more than 300 calories) of added sugars.
- Only half of youth (53.5 percent) limit entertainment screen time to 1 or 2 hours per day.

"The New Balance Foundation has been a tremendous supporter of Boston Children's in taking on

the crisis of childhood obesity," said Sandra L. Fenwick, President and CEO of Boston Children's Hospital. "This gift will help us develop new life-changing programs and provide the resources and expertise to care for more children and families where the impact is the greatest — right in their local communities."

"We are proud to provide this grant that will enable the world-renowned team at Boston Children's Hospital to continue to build evidence-based strategies to promote better nutrition, increase physical activity and facilitate behavioral change in the fight to eradicate childhood obesity," says Anne Davis, Managing Trustee, New Balance Foundation. "This gift also meets our goal to deliver the best-in-class work conducted at Boston Children's into our Boston-area communities as well as positively impact youth and their families around the world."

The New Balance Foundation Obesity Prevention Center is committed to translating state-of-the-art research into effective prevention and treatment programs for children and families. Through the new gift, the Center will develop and expand initiatives including:

- **Partnerships with primary care providers**

Primary care practices often have limited time and resources to provide education and counseling for obesity prevention and treatment. The expanded program will provide resources so caregivers can give meaningful advice to children and families and also connect patients to tele-visits.

- **Tele-visits to family homes**

Based on referrals by primary care physicians, the New Balance Foundation Obesity Prevention Center will use video technology to reach more children and families for direct health education and behavioral support.

- **Community impact**

With previous funding from the New Balance Foundation, the Center developed obesity prevention resource kits for community organizations. The Center will expand partnerships for after school programs directed toward improving fitness and nutrition, limiting sedentary time, encouraging adequate sleep, and managing stress.

- **Stronger collaborations with schools**

The Center will provide consultation to schools in comprehensively redesigning the school meal plan.

- **State-of-the-art multi-specialty, family-based treatment**

The Optimal Weight for Life (OWL) clinic at Boston Children's Hospital is one of the oldest and largest family-based pediatric weight management programs in the U.S. Caring for over 1000 children each year, OWL has developed innovative collaborations with community-based physical activity programs.

- **High impact scientific research on obesity**

The research component of the Center aims to explore the underlying causes of obesity involving diet and physical activity, to inform more effective clinical and community interventions.

**About Boston Children's Hospital**

Boston Children's Hospital is home to the world's largest research enterprise based at a pediatric medical center, where its discoveries have benefited both children and adults since 1869. More than 3,000 scientists, including nine members of the National Academy of Sciences, 17 members of the National Academy of Medicine and 11 Howard Hughes Medical Investigators comprise Boston Children's research community. Founded as a 20-bed hospital for children, Boston Children's today is the number one pediatric hospital in the nation, with a 415-bed comprehensive center for pediatric and adolescent health care. Boston Children's is also the pediatric teaching affiliate of Harvard Medical School. For more, visit our [Vector](#) and [Thriving](#) blogs and follow us on social media [@BostonChildrens](#), [@BCH Innovation](#), [Facebook](#) and [YouTube](#).

**About New Balance Foundation:** [www.newbalancefoundation.org](http://www.newbalancefoundation.org)

Established in 1981, the New Balance Foundation has served a deeply held mission: to drive change in our global communities with an enduring commitment to preventing childhood obesity and championing the future success of today's youth. For more than 35 years, New Balance Foundation has invested in research, and clinical, educational and community programs that promote healthy lifestyles, children's fitness and nutrition, and overall community wellness.

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