

# Karen Voci, President, Harvard Pilgrim Health Care Foundation



## Harvard Pilgrim Healthy Food Fund







# AN APPETITE FOR CHANGE

leading the way toward healthy eating



HARVARD PILGRIM HEALTH CARE 2014 annual report



# EatRight Rewards

“EatRight Rewards is **A GREAT TOOL** to help my family maintain a healthy lifestyle. Offering more nutritious food alternatives is helpful. I’m surprised at how low some seemingly healthy foods score. Once I discover a healthier option, I stick with it.

The fact that my employer financially recognizes my commitment to support my best self is fantastic. With \$188 saved in my account so far, the rewards are real—in addition to simply eating better.”

**LAURA SMITH, HARVARD PILGRIM EMPLOYEE ENROLLED  
IN EATRIGH REWARDS SINCE ITS INCEPTION**



# Member Discounts: Jordan's Furniture Gardens

how to kick-start a worksite garden, J-Team style





# EveryBODY Get Healthy

## The challenge

- Eat your daily recommended amount of fresh fruit—between one and two-and-a-half cups.
- Track it daily in your personal online wellness account.
- Meet your daily goal 18 out of the 21 days and you've successfully completed the challenge!

350+ challenge participants

11 teams

63.5% of participants met the goal

the results!

12,817.5

CUPS OF FRUIT





## The “Veggie Mobile,” a Mobile Farmer’s Market





# Gardening for Health in New Haven

New York Times November 7, 2014





# HPHC staff giving



## \$50 for Healthy Food for your Community !

An additional \$50 will be added to your 2015 \$500 Mini-grant if you choose to support a nonprofit in your community that increases access to fresh food for individuals or families. Organizations can include school or community gardens, non-profit farms that sell to the public, farmers' markets, food co-ops, farm-to-school or hospital programs, or food banks, among others.

See reverse for more information. ▶▶



# HPHC Staff Service





# Improving the quality of life through healthy eating

