



 **THE JUNIOR LEAGUE OF  
PHILADELPHIA, INC.**  
*Women building better communities*

## Apple a Day Healthy Living Initiative™

### OBJECTIVES

Apple a Day™ is The Junior League of Philadelphia, Inc.'s (JLP) multi-tiered community initiative whose goal is to create a positive impact on the health and wellness of adults and children in the Greater Philadelphia area. The League's Apple a Day™ programming encompasses both an interactive educational curriculum and a focus on increasing the region's capacity to supply and distribute healthy food to families in need.

### CASE FOR SUPPORT

The U.S. Federal Government reports that **17 million children** in America are now food insecure, meaning that their parents often cannot identify when or where they will eat their next meal. In Philadelphia, a staggering **one in three** children lives in poverty, and their parents are unable to meet their basic, daily nutritional needs.

Many families forgo balanced nutrition because they lack access to fresh foods and relevant information about its preparation.

In fact, Philadelphia has the second worst ratio of grocery stores to citizens in the country, leaving residents with little or no resources for healthy foods.

Affordable access to healthy foods is a top priority for improving overall health and wellness in our community.

## GOALS:

The goals for this initiative are twofold:

(1) To educate adults and children about the production, selection, preparation, and nutrition of healthy food, while enabling them to experience the connection between healthy eating and healthy living through hands-on programs and increased social interaction;

(2) To increase the volume and distribution of fresh produce to communities classified as food deserts, by increasing the production capacity of our community partners.

The League is committed to combating food insecurity in Philadelphia through the Apple a Day™ initiative with programming that strategically pairs access with education.

The Junior League F.E.E.D.s Philadelphia by:

- **F**acilitating increased access to fresh produce;
- **E**ducating children and adults to experience the connection between healthy eating and healthy living through hands-on nutrition and exercise education programs;
- **E**mpowering individuals to become advocates for their own health and wellbeing by providing free health and wellness screenings;
- **D**istributing more than 3,500 pounds of fresh produce annually in areas classified as food deserts, so that adults and children in our community will live longer, healthier, and happier lives.

All of our efforts are focused on building a healthier and happier Philadelphia community, with partners including:

- Greener Partners
- Lankenau Medical Center
- Philadelphia Orchard Project
- SHARE Food Program
- Smith Memorial Playground & Playhouse
- Vetri Foundation for Children



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