

GMA

Executive
Conference

Connecting Today to Grow Tomorrow

Coffee With...

Session 9:00 am – 10:15 am

BUILDING ANTI-OBESITY PROGRAMS THAT WORK

Broadmoor Hall E





Andy Knoblauch

**Senior V.P.,
Sales & Marketing,
Coborn's, Inc.**



Eric Cohen

**Founder &
Executive Director
'nPlay Foundation**



Steve Jennings

**Co-Founder & CEO
GoodCred**



Robert Smith

**Broadcaster, ESPN
'nPlay Foundation**

Building Anti-Obesity Programs That Work

Andy Knoblauch, Moderator

Robert Smith, **'nPlay Foundation** (Minnesota Viking and ESPN announcer)

Steve Jennings, **GoodCred**

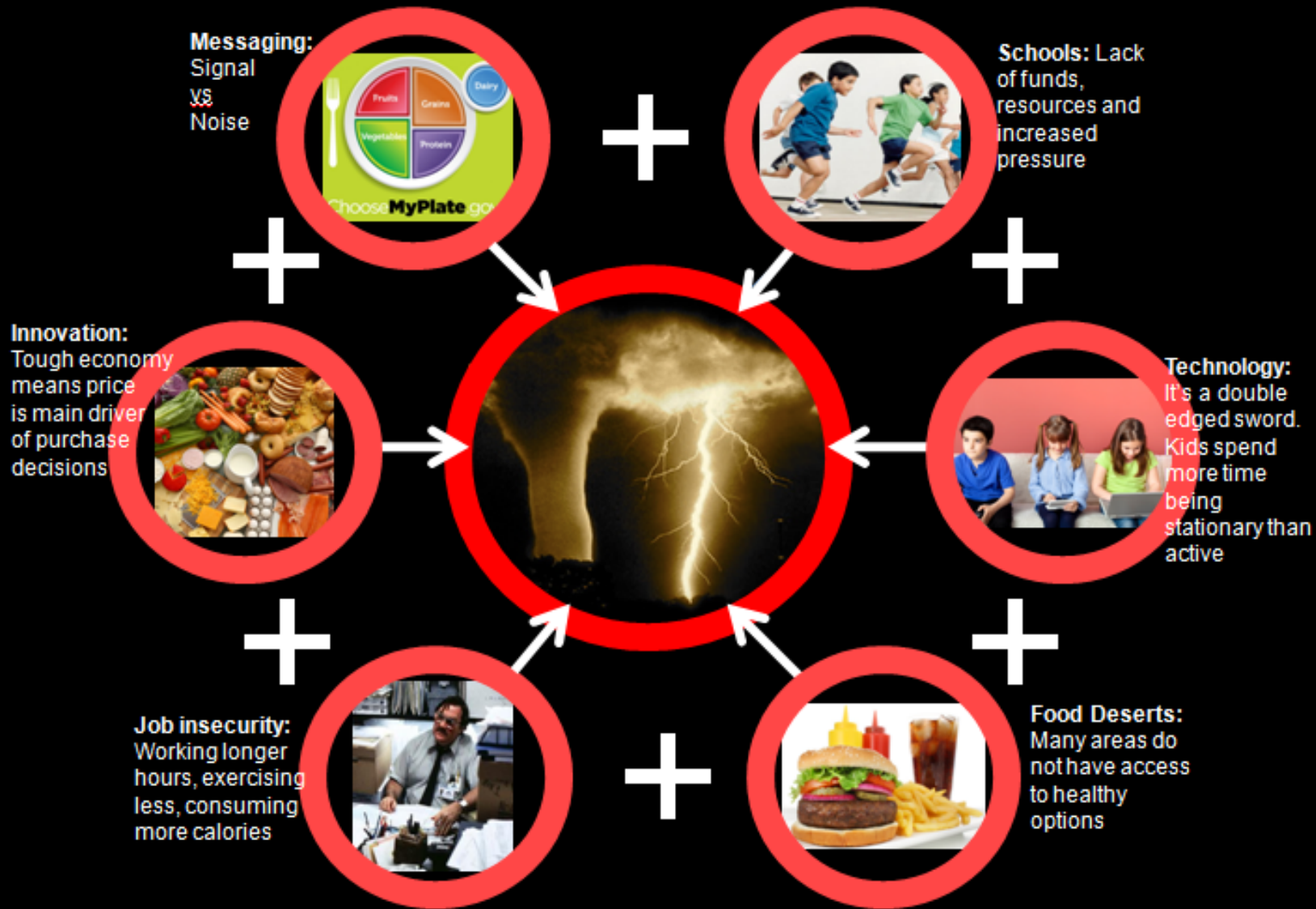
Eric Cohen, **'nPlay Foundation**



Why are we here?



Because we need a bigger vision, and a new narrative for the purpose of getting the 'up and coming' generation to be more physically active.



The perfect storm!



What if?

A large billboard is mounted on a metal structure with several spotlights. The billboard has a black background with the text "What if?" in a white, sans-serif font. The question mark is highlighted in a bright green color. The billboard is set against a clear blue sky and a cityscape with various buildings, including a modern glass-fronted building and older brick buildings. A small sign with the number "M7260" is visible on the left side of the billboard's support structure.

But, what if, everything we need is right here, right now



**Instant WIN
Instant feedback**

We all NEED a little bit of this!

Healthy Lives, Healthy People:

Our strategy for public health in England

NICE Citizens Council meeting

The use of incentives to improve health

20th – 22nd May 2010

What's in it for me?



Delivering fun and challenging, health and wellness solutions as a core business and communication strategy, to ignite physical activity in local communities

Move More

Games

MY Goodactions

GoodCred

do. get. swap. split.

Beginner Aware Doer Active Elite

My balance 730 Split

My goal: I want to run the Chicago half marathon

Good Actions	Swaps	Splits
im doing a demo 6/10/11 1:31 PM - Captured by GoodCred Do!		2
The big loop around Central Park. 6/10/11 9:30 AM - Captured by GoodCred Do!		433
Took some time off for a run... 6/10/11 9:30 AM - Captured by GoodCred Do!		562
Great game today! 6/10/11 9:30 AM - Captured by Higomo		679
Walked to work today. 6/10/11 9:30 AM - Captured by GoodCred Do!		354

My friends: Benjamin Ben, Joe Companio, Charlie Mallard

My aims: Calorie Transfer Challenge, Food for school in Afgha

MY Goodcredits

Eat Well

FOOD FOR ALL

Incentives

MY Goodincentives

The platform to accomplish this!

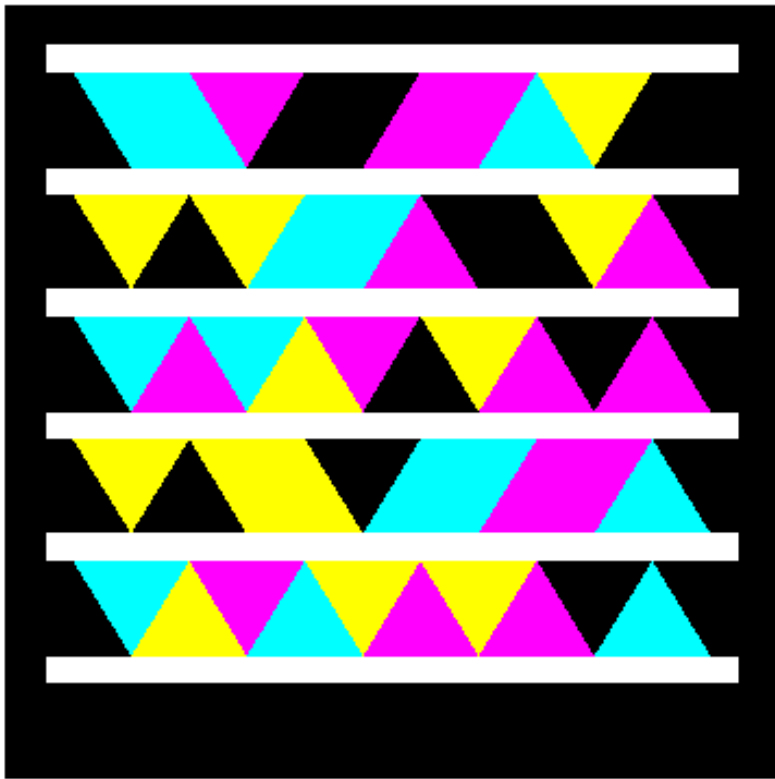


Igniting a generation of change agents and solutionaries

GAME ON!



POST SESSION SURVEY



**Please scan this
Microsoft Tag with
your smartphone to
take the survey.**

Download the TagReader App
on your mobile device:

<http://gettag.mobi>

Or download it from your App
store.