



Attachment #1
Presentation

Senate Health and Welfare Committee January 19, 2015

Kendra Witt-Doyle, PhD, MPH
Blue Cross Foundation Manager

Introducing...



Children's Health Collaborative

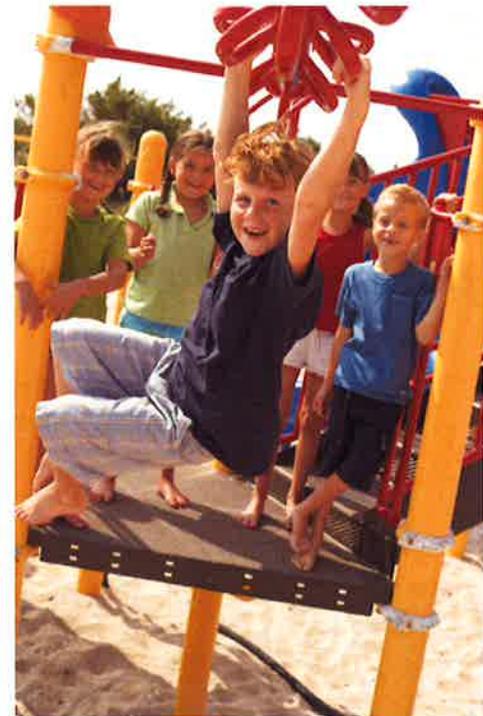
Powered by the Blue Cross of Idaho Foundation for Health

Statewide effort to fight childhood obesity in Idaho

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- 5 week challenge to “climb” Mt. Everest
- Win cash for elementary schools to purchase activity equipment





www.HighFiveIdahoChallenge.org

- Track physical activity, fruit/vegetable, and water consumption
- Earn daily points and “climb” Mt. Everest
 - Example: 1 flight of stairs = 10 feet



Awards

- Three awards of \$5,000 each:
 - *Fastest Climber*: Participant who reaches the Mt. Everest summit first.
 - *Sherpa Endurance Climber*: Participant who earned the most feet for being physically active.
 - *Healthy Eater*: Participant who earned the most feet for eating fruits and vegetables and drinking water.



Children's Health Collaborative
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5

Even if you aren't a toddler



Kick-off: January 21, 7am – 11am, first floor

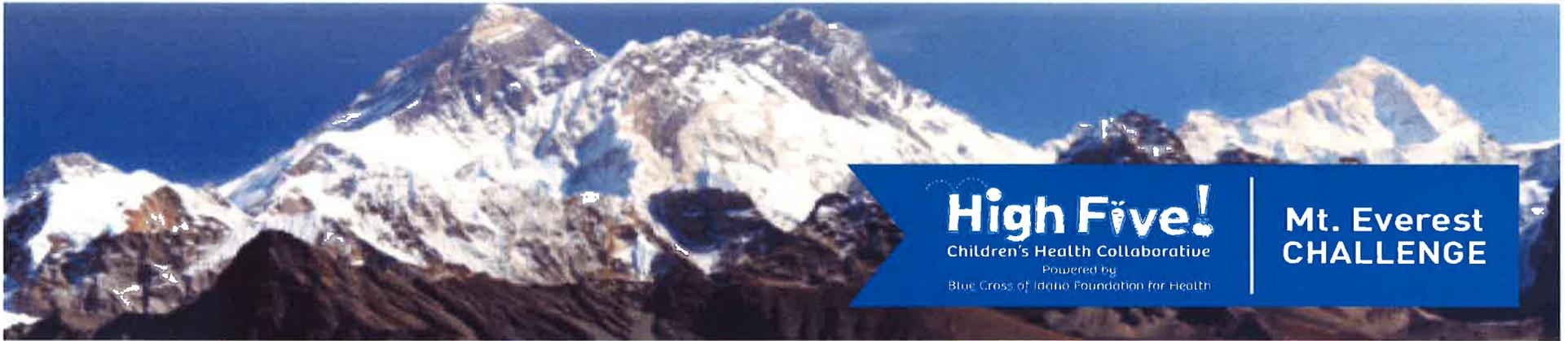
Challenge: January 26 – February 27

Awards Luncheon: March 5, first floor

Announce 3 big winners @ event.

- Prizes for reaching milestones
 - Sign up: Pedometer and lapel pin
 - 3,500 feet: Carabineer *- Prize*
 - 7,000 feet: Water bottle *- Prize*
 - 11,335 feet (top): Gym Duffel Bag *- Prize*





High Five!

Children's Health Collaborative
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Mt. Everest CHALLENGE

High Five!
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Save the Date

January 21, 2015
7 - 11 a.m.
Capitol Building
First Floor Rotunda

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High Five!

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7

Jim Olsen's main child.

Website High 5

Thank You

Learn more about High Five at HighFiveIdaho.org

