



HealthPartners powerup

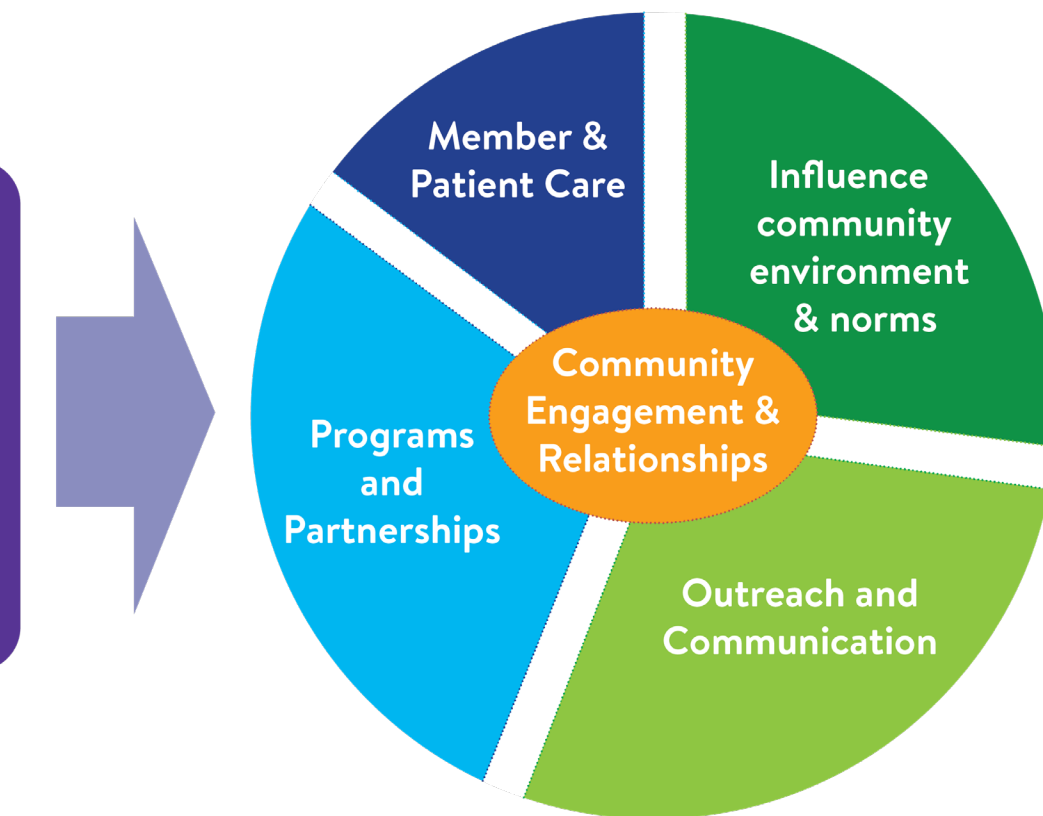


CHECK OUT MORE ON
THE POWERUP WEBSITE!
powerup4kids.org

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PowerUp is a community-wide initiative that makes it easy and fun for kids and families to eat better, move more and feel good. In partnership with our communities, PowerUp supports the health of kids and families with programs, tools and resources that inspire change and increase access to opportunities.

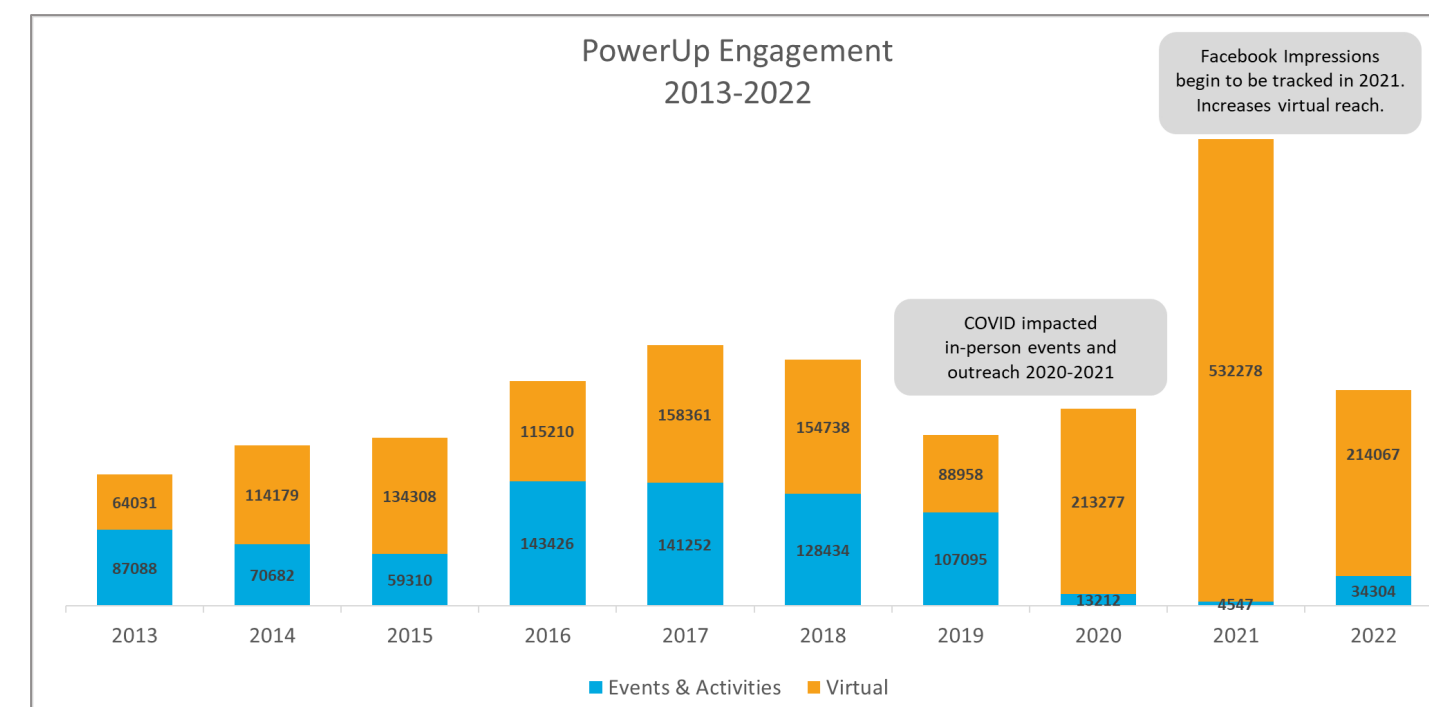
SHARED GOALS:
Make eating better, moving more and feeling good easy and fun, so youth can reach their full potential



COMMUNITY-LEVEL CHANGE:
Healthy kids, families and communities



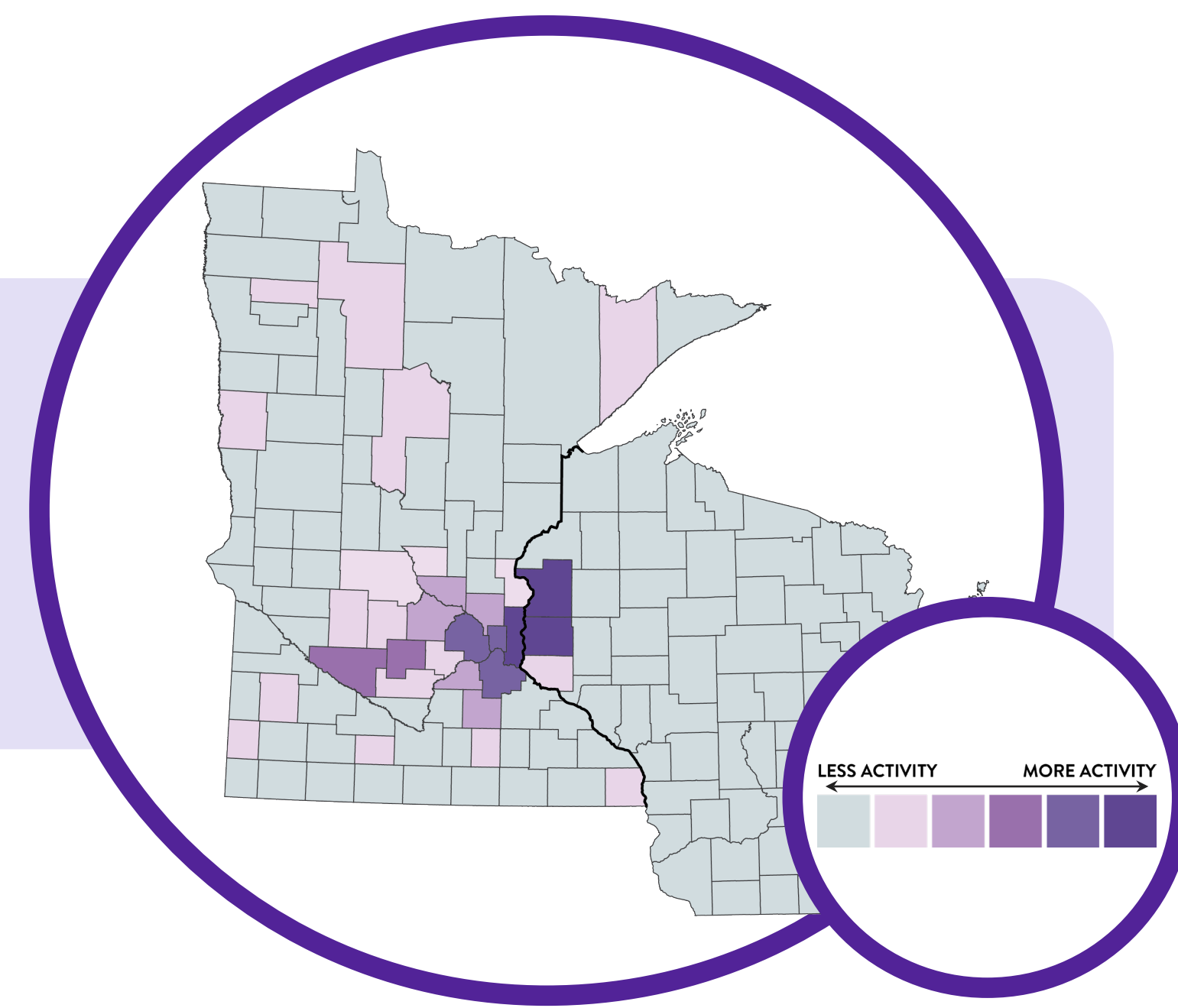
HealthPartners is committed to measuring the impact of PowerUp in our communities over time through the TREND survey – a partnership with the HealthPartners Institute. This rigorous community survey measures attitudes and behavior of children and their caregivers related to nutrition and physical activity over time in communities where PowerUp is most active. Since 2014, over 4,000 community members have participated in the TREND survey.



PowerUp engages with kids and families at **events, classes and activities**, as well as through **virtual platforms** such as social media, web and newsletters.

PowerUp Community Engagement

The PowerUp initiative is a targeted community approach in the HealthPartners care system service area, representing urban, suburban and rural regions in Minnesota and Western Wisconsin.



RESOURCES

Member & Patient Care

Programs & Partnerships

Outreach & Communication

Influence community environment & norms



INTERVENTION

DESIGNED TO ADDRESS BARRIERS
SKILLS • FAMILY HABITS • KNOWLEDGE



Headline A

Join the PowerUp Green Team: Planet friendly, protein-packed recipes

HealthPartners knows that busy families are looking for simple meals that pack a punch of protein for the whole family. Our **PowerUp with Plants** resource was created just for you. And for a limited time, you get special access!

The webpage highlights plant-based proteins that are good for the planet, grocery budgets and growing bodies. **Click the button below** to learn more, try new activities, and start exploring.

[Join the PowerUp Green Team: Planet friendly, protein-packed recipes](#)

Headline B

PowerUp with Plant-Protein: Healthy Family Meals on a Budget

HealthPartners knows that busy families are looking for simple meals that pack a punch of protein for the whole family. Our **PowerUp with Plants** resource was created just for you. And for a limited time, you get special access!

The webpage highlights plant-based proteins that are good for the planet, grocery budgets and growing bodies. **Click the button below** to learn more, try new activities, and start exploring.

[PowerUp with plant-protein: healthy family meals on a budget](#)

Dig Deeper Resource Gallery

- PowerUp with Plants
- Plant-Based Recipes
- Plant Protein Play
- Read-Watch-Listen

Plant Proteins?

Legumes

- Black Beans
- Black-eyed Peas
- Chickpeas
- Garbanzo Beans
- Lentils
- Pinto Beans
- Split Peas

