



## THE FACTS

African Americans are more likely to suffer from diabetes, obesity and hypertension than white Americans, according to the C.D.C.

77%

MORE LIKELY TO BE DIABETIC

75%

MORE LIKELY TO BE HYPERTENSIVE

51%

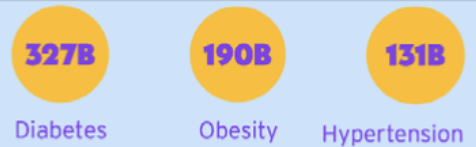
MORE LIKELY TO BE OBESE

### WHY WE EXIST

Our mission is simple. We aim to tackle racial and health economic disparities in diabetes, obesity and hypertension in underserved communities by creating Community Based Lifestyle intervention models that educate and inspire participants to embrace routine exercise and proper nutrition as a lifestyle. Yes, it's an ambitious goal but we can do it. Real change is possible and it starts with galvanizing communities around leading a healthy lifestyle.

# 648B

US Healthcare Spend



### American Diabetes Association and American Heart Association Agree .

A 7% reduction in body weight through healthy eating and 150 minutes of brisk exercise each week reduces risk of type 2 diabetes by 58% and lowers risk of heart disease, stroke, high blood pressure.

Source: American Diabetes Association; American Heart Association

## OUR Solution

- 1 Galvanize the community around embracing exercise and healthy food choices as a lifestyle.
- 2 Establish a Community Based Lifestyle Intervention Model
- 3 Validate Outcomes, Develop Payer Relationships and Scale

