



901 million

INVEST IN A HEALTHIER COMMUNITY

OUR GOAL: 1,000,000 POUNDS LOST THROUGHOUT THE MID-SOUTH OVER THREE YEARS

At this very moment, many neighbors, family and friends in our community are fighting or have been diagnosed with obesity, heart disease, cancer and overall poor health. Restaurants across the Mid-South are joining the Healthier 901 movement, powered by Methodist Le Bonheur Healthcare, challenging our community to shed one million pounds over the next three years. Together, we have the power to help shape the future of the Mid-South.

As a local restaurant responsible for nourishing our community, we ask that you partner with the Healthier 901 movement to make a life-changing difference for Mid-Southerners. Because Healthier 901 is more than a weight loss challenge. It's heart attacks avoided. Cancer diagnoses prevented. Lives saved.



YOUR MISSION:

Enhance the well-being of those you serve through delicious and nourishing food.

OUR MISSION:

Improving every life we touch.

BECOME A PARTNER:

Be a culinary catalyst in helping our community live healthier, happier lives.

PARTNER FOR A HEALTHIER MID-SOUTH

We have a big goal, and you can make a huge impact by becoming a partner. Your partnership is the most important way to amplify visibility and involvement in the movement, promoting healthy change for all Mid-Southerners. Together, we can empower the community to lose weight and live a healthier, happier lifestyle.



HOW WE HELP YOU

CONTINUED BRAND RECOGNITION THROUGHOUT THE MOVEMENT

- Feature your restaurant on the Healthier 901 website, averaging ~10,000 monthly visitors
- Eligible for featured social media posts about your restaurant
- Include in restaurant program promotions, such as the monthly Healthier 901 newsletter
- Promote the restaurant program during registration and outreach/community events
- Eligible to attend the 2nd annual Healthier 901 Fest, hosted at Shelby Farms Park on August 31, 2024



HOW YOU HELP THE COMMUNITY

HEALTH BENEFITS OF HEALTHY MENU OPTIONS

- High fiber reduces heart disease and cholesterol risk and controls blood sugar
- Fruits and vegetables lower blood pressure, diminish the risk of heart disease and stroke and stabilize blood sugar to curb appetite
- Low salt and sugar lower blood pressure and decrease the risk of cancer, Type 2 diabetes and heart disease
- Non-fried meats reduce inflammation and lessen the risk of heart disease and stroke
- High protein promotes weight management, regulates blood sugar and improves bone health through enhanced calcium absorption

OUR ONGOING COMMITMENT TO CHANGE

Stay tuned as we continue to develop and implement a dynamic outreach plan with engaging community events and activities to keep Healthier 901 top of mind and relevant as we reach our goal of 1,000,000 pounds lost throughout the Mid-South over three years.

Sources

World Health Organization, National Institutes of Health (NIH), Harvard T.H. Chan School of Public Health, Healthline

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