Partnership for a Healthier America (PHA), which works with the private sector and PHA Honorary Chair Former First Lady Michelle Obama to make healthier choices easier, has announced that Binghamton University, one of its first Healthier Campus Initiative partners, has completed its commitment to expand healthier options across its campus.

The University is one of 21 institutions of higher learning to implement PHA’s rigorous Healthier Campus Initiative guidelines, designed to enhance campus environments by supporting and promoting better eating and improved physical fitness. These guidelines ranged from healthy wellness meals to access to potable water, as well as more diverse opportunities for physical activity.

“This effort is reflective of our deep commitment to the health of our students, faculty and staff,” said Johann Fiore-Conte, assistant vice president for health and wellness at Binghamton University. “We are proud to be a pioneer in the movement to creating a culture change towards health on campus and hope our example leads others to join the movement.”

“We couldn’t be prouder to have Binghamton University on board as a PHA partner,” said Blythe Thomas, PHA’s chief marketing officer. “Binghamton’s leadership is an important step forward toward realizing PHA’s goal that all young people grow up free from obesity, diabetes, heart disease and other conditions associated with excess weight.”

As part of their multi-year commitment, Healthier Campus Initiative (HCI) partners enhance their campus environments to encourage and support greater physical activity and healthier eating habits. Each college or university partner commits to meeting 23 of 41 guidelines within three years. The guidelines were developed by PHA in collaboration with some of the nation’s leading nutrition, physical activity and campus wellness experts. As with all PHA partners, each of the commitment elements have been verified by an independent third party and are publicly reported in PHA’s annual progress reports.
Binghamton committed to building upon existing efforts, creating a healthier environment for its entire community. Of the 23 commitment elements implemented by the University, a few highlights include:

- Offering on the menu a minimum of one wellness meal at each breakfast, lunch and dinner.
- Providing marked walking routes on campus, one of which is at least two miles in length, and having distance markers at regular intervals. A route map is available to individuals on campus.
- Offering a minimum of 20 diverse recreation, physical activity/movement or competitive sports opportunities during each academic year.

A full overview of Binghamton University’s commitment can be found here on its website at https://www.binghamton.edu/bhealthy/pha.html.

PHA and its campus partners use the hashtag #HealthyCampus to spread the word.

The Partnership for a Healthier America (PHA) is devoted to working with the private sector to ensure the health of our nation’s youth by solving the childhood obesity crisis. In 2010, PHA was created in conjunction with – but independent from – First Lady Michelle Obama’s Let’s Move! effort. PHA is a nonpartisan nonprofit organization that is led by some of the nation’s most respected health and childhood obesity experts. PHA brings together public, private and nonprofit leaders to broker meaningful commitments and develop strategies to end childhood obesity. Most important, PHA ensures that commitments made are commitments kept by working with unbiased, third parties to monitor and publicly report on the progress our partners are making. For more information about PHA, please visit www.aHealthierAmerica.org and follow PHA on Twitter @PHAnews.