



**SEAFOOD
NUTRITION
PARTNERSHIP**

ANNUAL REPORT 2015

Inspiring A Healthier America





Table of Contents

Seafood Nutrition Partnership (SNP) is a 501(c)(3) organization with a mission to educate Americans about the health and nutritional benefits of seafood and provide the skills needed to incorporate more seafood into regular meals.

Message from Chairman Jack Kilgore	1
Message from Executive Director Linda Cornish	2
SNP Highlights	
Organizational Timeline	3
Organization Facts.	3
2015 Organizational Impact	4
Board of Directors	5
Scientific & Nutrition Advisory Council	6
Introduction and Overview of SNP	7
Public Health Education Programs	8
National Partners	9
3-Year Campaign Goals and National Successes	10
City-by-City Successes	11
Eating Heart Healthy: Description and Local Partners.	16
Resources	17
Thank You to Our Donors	18
Conclusion	19
Audited Financial Summary	20
Contact	21

Dear Friends,

What we eat directly affects our health. It is a simple message, and yet there remains a critical need to reinforce it among all segments of our society, through education on how to eat more nutritiously.

This is the underlying mission of Seafood Nutrition Partnership (SNP), founded in 2013 and built on public-private partnerships among broad-based industries and sectors that care about the health and wellness of our fellow citizens. SNP educates Americans about the benefits of a seafood-rich diet as a scientifically proven means of reducing the risk of chronic diseases. In this way, SNP represents one vital piece of the multi-tiered effort to address America's growing health crisis.

I am honored to be part of the founding board of SNP along with:

- Mr. Judson Reis, founding Chair of SNP, President and CEO of Gorton's
- Mr. Detlef Schrempf, President of the Detlef Schrempf Foundation
- Dr. Allan Walker, Professor of Pediatrics, Chief, Harvard Medical School; Conrad Taff Professor of Nutrition, Harvard Medical School; Professor of Nutrition, Harvard School of Public Health

We are today joined by an impressive group of board members, ambassadors and partners, as well as a scientific and nutrition advisory council, all of whom are making a difference and whose impact will only continue to grow as our mission fills an ever-greater need in our society.

In this report, we are pleased to share the significant progress we have made in our outreach efforts. I thank our visionary donors and partners for supporting us from the beginning, and I encourage you to join us in the ongoing journey to inspire a healthier America.

Best Regards,
Jack Kilgore
Chair
Seafood Nutrition Partnership



SNP educates Americans about the benefits of a seafood-rich diet as a scientifically proven means of reducing the risk of chronic diseases.





Extensive research over the last 30 years about the importance of seafood nutrition has paved the path for us to bring this message to communities across America.



Dear Friends,

In October 2015—National Seafood Month—Seafood Nutrition Partnership (SNP) launched a three-year public health education campaign to promote the benefits of a seafood-rich diet as a way to reduce the risk of chronic diseases. Kicking off the program in Washington DC, we soon established a coalition of program leaders in Birmingham, AL; Brunswick, GA; Charleston, WV; Indianapolis, IN; Jacksonville, FL; Lexington, KY; Memphis, TN; Oklahoma City, OK; and Toledo, OH.

Thanks to the unwavering support of our key stakeholders, we have already achieved outstanding results, including:

- 9 target-market cities participating
- 378 coalition leaders organizing in target-market cities
- 250 million total media impressions
- 125 restaurants participating in Seafood Week
- 65 events with 157,182 total event attendees
- 2,818 individuals signing onto the Healthy Heart Pledge
- 8 cities participating in the Eating Heart Healthy program
- More people following U.S. dietary guidelines to eat seafood twice a week!

We want to acknowledge those who came before us in the fight against chronic diseases. Without their efforts, we would not have been able to accomplish this much so quickly. Extensive research over the last 30 years about the importance of seafood nutrition has paved the path for us to bring this message to communities across America.

What keeps us energized about our work is the knowledge that we are making a difference. Our education initiatives have empowered many people, especially the underserved, to learn how to shop for and prepare nutritious food, and to do it affordably.

There are many more individuals and families across the U.S. that can benefit from these educational efforts. And with the continuing support of our donors, partners, ambassadors and coalition leaders, we will reach more of them. We invite you to join us in creating a culture of health—and in motivating positive changes in people's lives.

Warm Regards,
Linda Cornish
Executive Director
Seafood Nutrition Partnership

9 BOARD MEMBERS
(1 Ex-Officio)

10 Scientific and Nutrition
ADVISORY COUNCIL MEMBERS

3 Full-time
EMPLOYEES

17 AMBASSADORS

80 + PARTNERS and DONORS

9 Target-market
CITIES

378 Target-market
COALITION LEADERS

ORGANIZATIONAL TIMELINE

2010

DECEMBER 2010

For the first time, the USDA/HHS Dietary Guidelines for Americans recommends eating seafood twice a week for optimum health.

2011

JANUARY 2011

Members of the National Fisheries Institute seek the formation of an independent nonprofit with a mission of promoting the new Dietary Guidelines.

A strategic committee, chaired by Mr. Jack Kilgore, is created, leading to the formation of a seed fund to develop the new nonprofit.

2012

NOVEMBER 2012

Funding secured. Ms. Linda Cornish is hired as Executive Director for the purpose of forming the independent nonprofit.

DECEMBER 2012

Mr. Judson Reis begins serving as Founding Chair.

Mr. Jack Kilgore begins serving as Founding Vice Chair.

2013

FEBRUARY 2013

Seafood Nutrition Partnership (SNP) is formally founded on February 13, 2013.

MARCH 2013

Mr. Detlef Schrempf joins as a Founding Member.

The Chairman's Campaign Circle is formed: visionary leaders pledge \$3.0MM towards a public health education campaign.

250 MILLION total
MEDIA IMPRESSIONS

125 RESTAURANTS PARTICIPATING
in Seafood Week

65 EVENTS in
TARGET-MARKET CITIES

157,182 Total EVENT
ATTENDEES

18 NATIONAL GROCERY CHAINS
& their Registered Dietitian Nutritionists SUPPORT SEAFOOD
NUTRITION MESSAGE during October National Seafood Month

2,818 INDIVIDUALS SIGNING
onto HEALTHY HEART PLEDGE

8 CITIES PARTICIPATING in
EATING HEART HEALTHY nutrition
intervention programs

ORGANIZATIONAL TIMELINE - CONTINUED

2013 continued

APRIL 2013

Dr. Allan Walker joins as a
Founding Member.

MAY 2013

SNP becomes a member of Clinton
Global Initiative (CGI).

AUGUST 2013

SNP becomes a partner of "The
HeartTruth" campaign from National
Institutes of Health.

SNP becomes a partner of the
President's Council on Fitness, Sports
& Nutrition.

SNP receives 501(c)(3) designation.

DECEMBER 2013

An additional \$3.0MM is pledged from
visionary leaders for a public health
education campaign.

2014

JANUARY 2014

Dr. Tom Brenna joins the Board
of Directors.

FEBRUARY 2014

Dr. Judy Rodriguez joins the Board
of Directors.

APRIL 2014

SNP enters into a partnership with
Brigham and Women's Hospital
and Roxbury Tenants of Harvard to
develop the Eating Heart Healthy
nutrition intervention program.

Mr. Henry Demone joins the Board of
Directors.

JUNE 2014

SNP becomes a partner of USDA CNPP
MyPlate program.

Jack Kilgore

Chair and Founding Member
President, Consumer Brands Division
(Retired), Rich Products Corporation
www.seafoodnutrition.org/jack-kilgore.html

Henry Demone

Vice Chair and Treasurer
Chairman, High Liner Foods, Inc.
www.seafoodnutrition.org/henry-demone.html

Linda Cornish

Executive Director and Secretary
Seafood Nutrition Partnership
www.seafoodnutrition.org/linda-cornish.html

Tom Brenna, PhD

Director
Professor, Division of Nutritional
Sciences, Cornell University
www.seafoodnutrition.org/tom-brenna.html

JoAnne Foody, MD, FACC, FAHA

Director
Global Director for Scientific Affairs,
Merck
www.seafoodnutrition.org/joanne-foody.html

Judson Reis

Director and Founding Member
President and Chief Executive Officer,
Gorton's Inc.
www.seafoodnutrition.org/judson-reis.html

Judith Rodriguez, PhD

Director
Chairperson and Professor, Department
of Nutrition and Dietetics, University of
North Florida
www.seafoodnutrition.org/judy-rodriguez.html

Detlef Schrempf

Director and Founding Member
President, Detlef Schrempf Foundation
www.seafoodnutrition.org/detlef-schrempf.html

Hugh Welsh

Director
President and General Counsel,
DSM North America
www.seafoodnutrition.org/hugh-welsh.html

SEPTEMBER 2014

As a Clinton Global Initiative (CGI)
Commitment to Action, SNP, Brigham
and Women's Hospital, and Roxbury
Tenants of Harvard formally pledge
to pilot four Eating Heart Healthy
programs.

OCTOBER 2014

SNP launches pilot grassroots
education program in Indianapolis, IN
and Memphis, TN.

DECEMBER 2014

Dr. JoAnne Foody joins the Board
of Directors.

2015

JULY 2015

An additional \$1.5MM is raised from
visionary leaders towards a public
health education campaign.

OCTOBER 2015

SNP launches national public health
education campaign with grassroots
education in nine cities: Birmingham,
AL; Brunswick, GA; Charleston, WV;
Indianapolis, IN; Jacksonville, FL;
Lexington, KY; Memphis, TN; Oklahoma
City, OK; Toledo, OH.

Eating Heart Healthy program is
established in 8 cities: Birmingham,
AL; Boston, MA; Charleston, WV;
Lexington, KY; Memphis, TN; Oklahoma
City, OK; Seattle, WA; Toledo, OH.

DECEMBER 2015

Mr. Hugh Welsh joins the Board
of Directors.

Scientific & Nutrition Advisory Council

Sara Baer-Sinnott
President, Oldways

Linda Chaves
Principal, Chaves Strategies
Retired Senior Advisor, NOAA
NMFS

Penny Kris-Etherton, PhD
RD, FAHA, FNLA, FASN, CLS
Distinguished Professor of Nutrition,
Pennsylvania State University

Bill Lands, PhD
Omega-3 Expert, Author, Teacher,
Advisor

Bill Harris, PhD
President and CEO, OmegaQuant

Captain Joseph R. Hibbeln, MD
Acting Chief, NIH, National Institute
on AAA

Bruce Holub, PhD
Univ. Professor Emeritus, Dept.
of Human Health & Nutritional
Sciences, University of Guelph

Norman Salem, Jr., PhD
Senior Science Fellow, DSM

Michael Tlusty, PhD
Director of Ocean Sustainability
Science, New England Aquarium
Research Faculty, University of
Massachusetts Boston

Gretchen Vannice, MS, RDN
Author, Omega-3 Handbook
Scientific Committee Chair for
Global Organization for EPA and
DHA Omega-3

IN MEMORIAM:

Sheila Innis, PhD
Professor, Dept. of Pediatrics,
University of British Columbia
June 1953 - February 2016



AMBASSADORS

Chef Kelly Armetta, Boston, MA
Ms. Jacquie Boston, Eating Heart
Healthy Graduate, Boston, MA
Chef Johnny Carino, St. Simons, GA
Chef Jennifer Chandler, Memphis, TN
Mr. Keith Colburn, Fisherman,
Television Personality, Advocate,
Seattle, WA
Chef Jeff Cowles, St. Simons, GA
Chef Chris Edelman, Boston, MA
Chef Tony Hang, Washington DC

Chef Kerry Heffernan, New York, NY
Chef Jason Henderson, Nashville, TN
Chef Ayanna Johnson, Memphis, TN
Chef Todd Mitgang, New York, NY
Ms. Gina Neely, Cook, Television
Personality, Cookbook Author,
Memphis, TN
Ms. Aileen Sauris, Nurse, Boston, MA
Chef Ben Smith, Memphis, TN
Chef Marco Suarez, Boston, MA
Chef Michael-Ann Rowe, New York, NY

There are many more individuals and families across the U.S. that can benefit from these educational efforts. And with the continuing support of our donors, partners, ambassadors and coalition leaders, we will reach more of them.

MISSION AND VISION

Seafood Nutrition Partnership (SNP) is a 501(c)(3) organization with a mission to educate Americans about the health and nutritional benefits of seafood and provide the skills needed to incorporate more seafood into regular meals. In this effort to address America's public health crisis, SNP partners with national organizations such as the National Heart, Lung and Blood Institute at the National Institutes of Health; the Clinton Global Initiative; the Non-Communicable Disease (NCD) Roundtable; Brigham and Women's Hospital and others.

Obesity, cardiovascular disease and diabetes are all on the rise in the United States; all are preventable with proper diet and exercise. In fact, according to the Centers for Disease Control and Prevention (CDC), preventable diseases are the country's leading cause of death and disability, with cardiovascular disease specifically the number one cause of death. The annual cost to treat cardiovascular disease is \$273 billion; by 2030, this cost is projected to triple to \$880 billion.¹

SNP aims to reduce the risks of heart disease and improve infant brain wellness by building awareness of seafood's essential nutrients. A diet rich in seafood can help prevent many of the chronic diseases affecting Americans. The USDA HHS Dietary Guidelines recommend eating at least two servings of seafood weekly for a healthy diet, but only 10% of Americans follow this recommendation. By way of comparison, Americans consume nearly 10 times more sugar than seafood annually (141.6 lbs. v. 14.6 lbs.).

The benefits of a seafood-rich diet are proven in science. Studies show eating just 8 oz. of seafood a week reduces the risks of dying from heart disease by 36%.² Older adults with the highest blood levels of the fatty acids found in fish live on average 2.2 years longer than those with lower blood levels.³ Additionally, pregnant women who eat 8 to 12 oz. of seafood each week give birth to children with better outcomes for brain and eye health and who are observed to have higher IQ scores by about 5.8 IQ points than those moms who did not eat the recommended amount of seafood.⁴

¹American Heart Association, <http://newsroom.heart.org/news/1241>. Accessed April 21, 2015.

²Mozaffarian, Fish intake. JAMA. 2006; 296:1885-99.

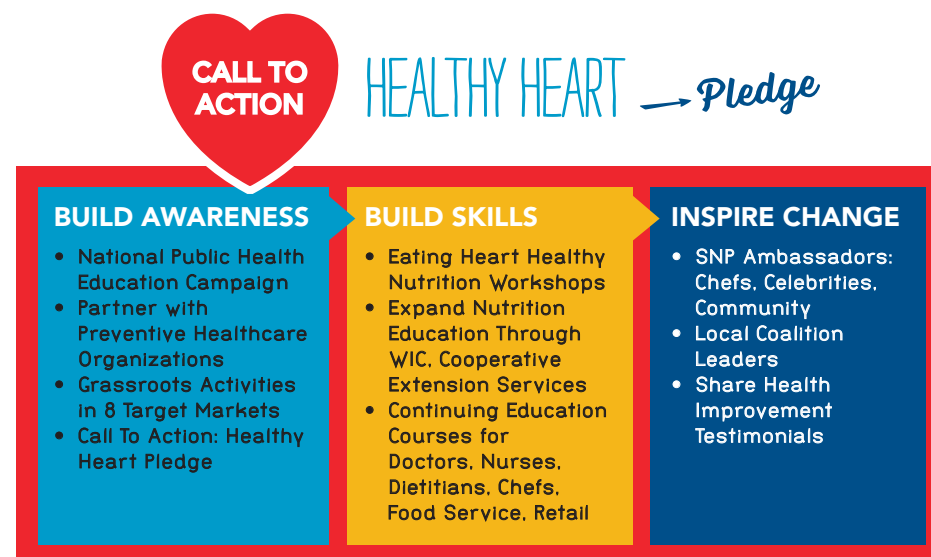
³Tan MD, MPH, Z.S. Red blood cell omega-3 fatty acid levels and markers of accelerated brain aging. Neurology. 2012; 78: 9 658-664.

⁴Joint FAO/WHO Expert Consultation on the Risks and Benefits of Fish Consumption. January 2010. <http://www.fao.org/docrep/014/ba0136e/ba0136e00.pdf>

Additional research shows that the number one barrier preventing Americans from incorporating seafood—a healthy and lean protein—into their diets is a lack of confidence in knowing how to select, buy, prepare and eat it.

BEHAVIOR CHANGE FRAMEWORK

SNP's behavioral change framework encompasses: 1) building awareness of the need to include seafood nutrients in one's diet, 2) developing skills necessary to buy, cook and eat seafood, and 3) inspiring lasting change with a goal of building a culture of health.



In October 2015 SNP launched a National Public Health Campaign ("Love Your Heart – Eat Your Seafood") in an effort to educate Americans about the health benefits of seafood and break down barriers towards greater consumption. The program is specifically targeted to women age 35-50 who are at risk for cardiovascular disease.

Public Health Education Programs

As part of the effort, SNP is conducting grassroots public health educational programs across the country. The initiative began with pilot programs in Indianapolis and Memphis in 2014; in 2015 it expanded to a total of nine cities (Birmingham, AL; Brunswick, GA; Charleston, WV; Indianapolis, IN; Jacksonville, FL; Lexington, KY; Memphis, TN; Oklahoma City, OK; and Toledo, OH).

In each city, elected officials and leaders in business, healthcare, wellness, faith-based organizations, culinary arts and academia have been invited to form a coalition supporting the campaign by executing interactive events and educating their communities about the health benefits of seafood and how to include it more frequently in meals.

As part of the effort, SNP is conducting grassroots public health educational programs across the country.

CALL TO ACTION: HEALTHY HEART PLEDGE

SNP's main call to action is for people to take the Healthy Heart Pledge (seafoodnutrition.org/healthy-heart-pledge.html), which is a promise to eat seafood twice a week for four months—the proper amount of time needed to measure heart health improvements. For those who take the pledge, SNP provides support with monthly e-newsletters including recipes tips, and coupons.

EATING HEART HEALTHY

In 2014 SNP partnered with Brigham and Women's Hospital to develop a four-week interactive cooking and nutrition intervention program called "Eating Heart Healthy," which educates low-income women about the link between healthy eating and reducing the risk of cardiovascular disease, and teaches how to select and prepare seafood. Health impacts are tracked over time to quantify improvements. This program is currently being conducted in 8 US Cities. (Program video: <http://ow.ly/XQssd>)



AGR Partners
 Alaska Bering Sea Crabbers
 Alaska Seafood Marketing Institute (ASMI)
 American Cancer Society
 American Seafoods
 Associated Wholesale Grocers (AWG)
 Beacon Fisheries
 Brigham and Women's Hospital
 Bumble Bee Seafoods
 Captain D's
 Censea
 Chicken of the Sea
 Clear Springs Foods
 Colavita
 Darden
 Diversified Communications
 DSM
 Eastern Fish Company
 F.W. Bryce
 FoodDay
 Fortune Fish & Gourmet
 Genuine Alaska Pollock Product (GAPP)
 Glacier Fish Company

Global Aquaculture Alliance
 Global Organization for EPA and DHA (GOED)
 Global Seas
 Gorton's
 Handy
 Harbor Seafood
 Harvest Select
 Healthy Weight Commitment Foundation
 High Liner Foods
 Hyatt Regency Boston
 Icicle Seafoods
 Indiana Soybean Alliance
 Ipswich Shellfish Company
 King & Prince Seafood
 Long John Silver's
 Marine Harvest
 Marine Stewardship Council (MSC)
 Mazzetta Company
 Morey's
 National Fisheries Institute
 National Institutes of Health – The HeartTruth
 NOAA FishWatch
 NutriSavings

Nuts Over Fish
 Ocean Beauty Seafoods
 Odyssey Enterprises
 OmegaQuant
 Orca Bay Seafoods
 Pacific Andes
 Phillips Lytle
 PNW (Project for Nutrition & Wellness)
 PNW Seafood 101 (NOAA Fisheries PNW)
 Preferred Freezer Services
 President's Challenge
 ProFish
 Provant
 Publix
 Red Lobster
 Rich Products Corporation
 Roxbury Tenants of Harvard
 Royal DSM
 Sam's Club
 Sea Port Products

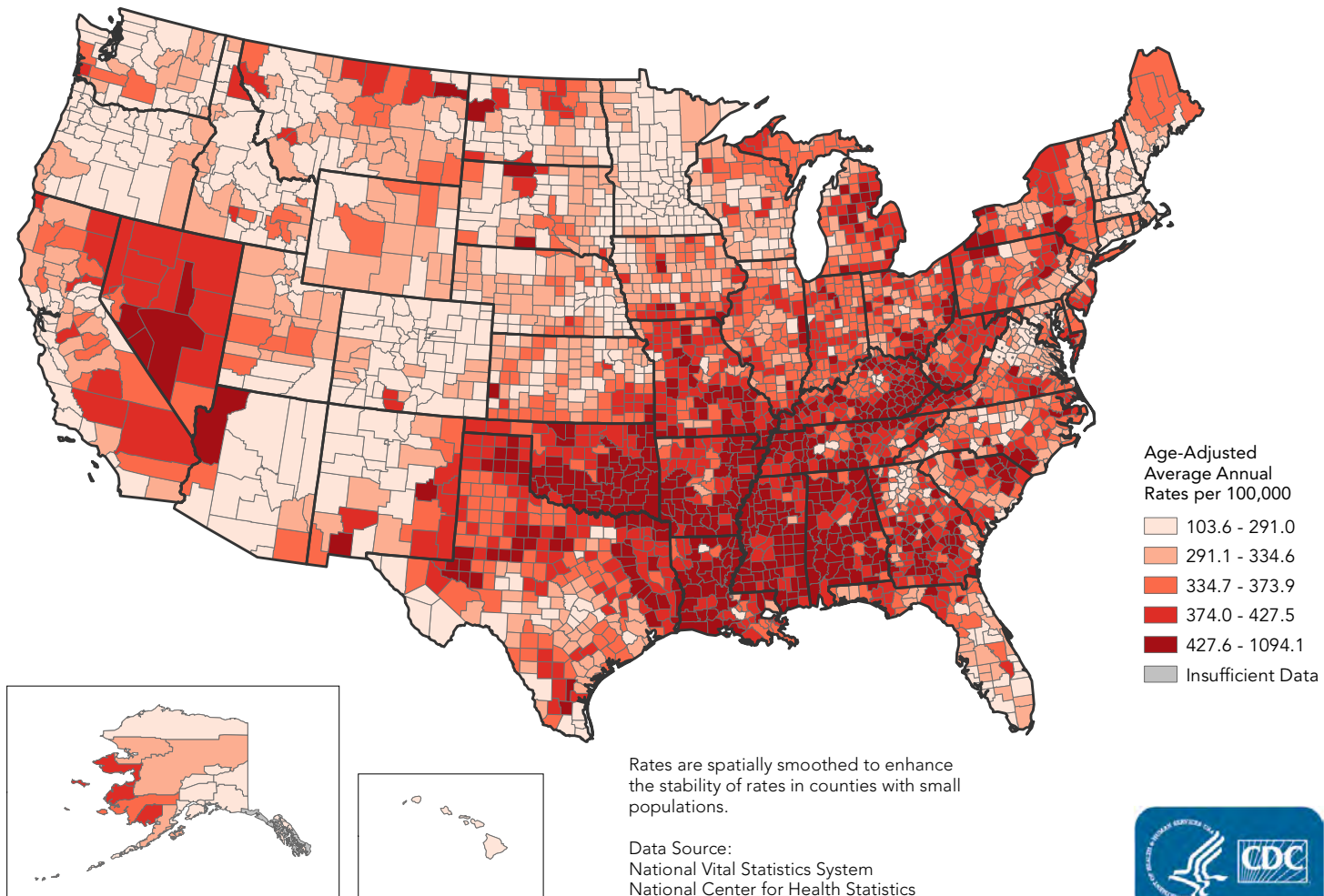
Seabreeze Seafoods
 Seafood Exchange of Florida
 SeaShare
 Seattle Fish Company
 SIRE
 Slade Gorton
 Soy Aquaculture Alliance
 SPE Certified
 Stavis Seafoods
 Tampa Maid Foods
 Together Counts
 Trident Seafoods
 Tsunami
 UniSea
 USDA ChooseMyPlate.gov
 Wiley's



3 Year Campaign Goals and National Successes

SNP established grassroots communications outreach network in nine U.S. cities: Birmingham, AL; Brunswick, GA; Charleston, WV; Indianapolis, IN; Jacksonville, FL; Lexington, KY; Memphis, TN; Oklahoma City, OK; Toledo, OH.

Heart Disease Death Rates, 2011-2013 Adults, Ages 35+, by County



City-by-City Successes



BIRMINGHAM, AL

www.seafoodnutrition.org/bhm.html

In Birmingham, AL the local team organized a large variety of events to include recipe contests, a Mayor's Walk, and a cooking demonstration at Glen Iris Elementary School. These events encouraged healthy eating amongst families. Chef Tim Hughes performed a cooking demonstration at Snapper Grabbers for local food bloggers featuring 3 different seafood recipes. Additional events took place later in the month to continue raising awareness for the importance of a seafood-rich heart healthy diet such as an interview with Birmingham Magazine at Captain D's and a cooking demonstration by Food Network celebrity Chef Gina Neely with Chef Tim Hughes at the Magic City Classic Expo, a major event in Birmingham which kicks off the Magic City Classic football game. At the Magic City Classic, a tailgate was also held by Harvest Select and Alabama Power to feature SNP and serve catfish on game day to remind local residents to eat heart healthy even at local sporting events. Well over 2,000 local residents were reached through Birmingham events and SNP looks forward to continuing this work in 2016.



BIRMINGHAM COMMUNITY LEADERS

5 Point Public Oyster House & Oyster Bar	Huffman High School Culinary Academy
A&R Supermarkets	Jackson Olin High School Culinary Academy
Alabama Cardiovascular Group	Jefferson County Health Department
Alabama Catfish Producers Association	John's City Diner
Alabama Coastal Kitchen - food truck	Jones Valley Teaching Farm
Alabama Grocers Association	LL's Smoked Tuna Dip
Alabama Power	Lucky's Foodland (Montevallo)
Alabama Restaurant and Hospitality Alliance (ARHA)	Magic City Classic Foundation
Alabama Seafood	Niki's Restaurant
American Heart Association	Ocean Restaurant
Bamboo on 2nd Restaurant	Ovenbird Restaurant
Bettola Restaurant	Paramount Restaurant
Birmingham Board of Education	Piggly Wiggly
Birmingham City Council	Piggly Wiggly (Store #211)
Birmingham City Schools	Piggly Wiggly (Store #258)
Birmingham Health Care	Piggly Wiggly (Store #259)
Birmingham Mayor William Bell's Office	Piggly Wiggly (Store #260)
Cantina Restaurant	Piggly Wiggly (Store #262 of Midfield)
Captain D's	Piggly Wiggly (Store #263)
Carrigan's Public House	Piggly Wiggly (Store #264)
Chef Chris Hastings	Piggly Wiggly (Store #265)
City Councilman Marcus Lundy	Piggly Wiggly (Store #266)
City Councilwoman Sheila Tyson	Piggly Wiggly (Store #269)
Congresswoman Terri Sewell (AL-7)	Piggly Wiggly (Store #294)
Cooking Light	Piggly Wiggly (Store #295)
Culinard: Virginia College Culinary School	Piggly Wiggly (Store 262)
Dr. James Taylor, Cardiologist	Piggly Wiggly HQ
Dr. Jose Fernandez, Vice Chair, UAB Department of Nutrition	Pita Loco
El Barrio Restaurant	Rogue Tavern
Food Giant (Store #408)	Rojo Restaurant
Food Giant (Store #5)	Russell Piggly Wiggly
Food Giant Hueytown (Store \$3)	Sav-Mor Food Outlet (Store #66)
Food Giant Pinson (Store #6)	Snapper Grabbers
Food Giant Tarrant (Store #4)	Steel City Seafood
Food Giant, Inc. HQ	UAB Health Smart
Food Market (Store #68)	UAB Minority Health & Health Disparities Research Center
Food Outlet (Tarrant)	Urban Standard
Foodland	Wenonah High School Career Academy
FoodSmart by Western	Western Markets
Fourth Avenue Supermarket	Western Supermarket
Gardendale Foodland	Western Supermarket (Store #16)
Harvest Select	Western Supermarket (Store #2)
Highlander Foodland	Western Supermarket (Store #4)
Hot and Hot Fish Club	Yo Mama's



BRUNSWICK, GA

www.seafoodnutrition.org/ssi.html

In Brunswick, GA the local team organized a luncheon for local leaders to sign-up and support the Healthy Heart Pledge. Local SNP Ambassadors shared their support through videos and billboards. Throughout October National Seafood Month, there were cooking demonstrations, participation at local festivals to promote the importance of eating seafood for heart health, and public service announcements were broadcast on local stations.

BRUNSWICK COMMUNITY LEADERS

Mayor Cornell Harvey, City of Brunswick
M.H. "Woody" Woodside, President of the
Brunswick-Golden Isles Chamber
of Commerce
Jack Kilgore, Chair of Seafood Nutrition
Partnership
Beth Walters, Radio Personality
Leslie Hartman, Executive Director of Safe
Harbor Children's Center
Laura Roberts, Attorney and avid runner

Chef Dave Snyder, Owner and Executive
Chef of the Halyard Restaurant Group
Chef Johnny Carino, Corporate Chef of
King & Prince Seafood
King & Print Seafood
SeaPak
The Butin Group
H2O Creative
Conquer WW



CHARLESTON, WV

www.seafoodnutrition.org/crw.html

Charleston, WV attracted over 1500 people to its events during the month of October and boasts a robust, and committed coalition. The kick-off events at the start of the month included cooking demonstrations, screenings for Omega-3's at the Charleston Mall, and a SNP Coalition reception at Capitol Market featuring Chef Paul Smith. Bridge Valley Community and Technical College hosted a flu shot clinic and Omega-3 screenings on two of its college campuses during the month and additional Omega-3 screenings were held at West Virginia State University. Local residents learned about their ideal Omega-3 index, which is an 8 or higher, and how that can reduce their risk of heart attack by 36%.

Charleston featured many notable speakers during National Seafood Month. Gina Neely of the Food Network gave remarks to encourage Charleston families and women in particular to eat healthy, and April Hamilton, a local chef, demonstrated several easy recipes. Secretary of State Natalie Tennant also spoke about the importance of preventing cardiovascular disease and Chris Chiles provided remarks on behalf of Senator Machin along with Councilman Andrew Richardson. Local retail stores and restaurants also participated in the campaign with Sam's Club hosting demonstrations and health screenings, and many of the restaurants in Charleston participating in Seafood Week, a week-long celebration of seafood items at area dining establishments.

CHARLESTON COMMUNITY LEADERS

American Lung Association of West Virginia
April's Kitchen Counter, Chef Hamilton
Asher Agency
Associate Dean for Programs, WVU
Auge+Gray+Drake Collective Works
Berry Hills Country Club
Bluegrass Kitchen
Brick Salt Bar + Kitchen
Bricks & Barrels
Bridge Valley Community & Technical College
Buzz Food Service
Charleston Area Alliance
Charleston Convention & Visitors Bureau
Charleston Town Center Mall
Charleston-Kanawha Housing Authority
City Council – Charleston, WV Keeley Steele (D)
City Council – Charleston, WV Samuel Minardi (D)
City Council – Charleston, WV Mike Clowser (D)
City Council – Charleston, WV Andrew Richardson (D)
Episcopal Diocese of West Virginia
Highmark BlueCross BlueShield West Virginia
Ichiban Pan-Asian Restaurant
Kanawha County WVU Extension Agent
Kanawha-Charleston Housing Authority
Mi Cocina de Amor Restaurant
Michelle Lewis
Mrs. West Virginia International

Northwestern Mutual
Pilates West Virginia
Rick Lee Photography
South Hills Market & Café
Sushi Fun Run
TechConnect West Virginia
Tidewater Grill
Tricky Fish Restaurant
U.S. Rep. Alex Mooney (R)
U.S. Sen. Joe Manchin, III (D)
U.S. Sen. Shelley Capito (R)
Walk Fiercely
West Virginia Child Advocacy Network
West Virginia Department of Transportation
West Virginia Kids Cancer Crusaders
WV Community & Technical College System
(9 schools)
WV Department of Health and Human Resources
WV Health Right
WV Hospitality & Travel Association
WV Secretary of State Hon. Natalie Tennant
WVSU/Bridge Valley Community &
Technical College
WVU- Assistant Professor, Human Nutrition
& Foods
WVU Health Sciences Center



INDIANAPOLIS, IN

www.seafoodnutrition.org/ind.html

In Indianapolis, IN close to 17,000 people came out to attend events featuring Seafood Nutrition Partnership. Indy Seafood Day in particular drew a crowd of over 15,000 guests with over 31 central Indiana restaurants featuring a seafood dish as their special for the night.

The Indiana University at Bloomington's Health Fair featured SNP's Omega-3 screenings in Indy, which were coupled with seafood tastings and cooking demonstrations by SNP donor High Liner Foods' Chef Marco. Chef Marco was available to answer questions posed by students and staff at Indiana University.

The local Indy coalition also featured SNP's work at the Indiana Aquaculture Annual Meeting, the National College Health Fair, and partnered with Hoosiers to encourage local residents to submit their best home-cooked seafood recipe in a contest to win a gift card from Caplinger's Fresh Catch.

Food Network celebrity Chef Gina Neely visited Indianapolis to promote health living and held a book signing at Georgia Reese's restaurant and there was a live seafood cooking event held at Ivy Tech held in conjunction with additional Omega-3 screenings.

INDIANAPOLIS COMMUNITY LEADERS

Area 31 Career Center, Chef Instructor
Basilmomma
Brackett Restaurant Group
Caplinger's Fish Market
Cardiologist at Community Hospital
Chef Joseph's at the Connoisseur Room
Doctors Express Urgent Care Indianapolis
EatDrinkIndy.com
First Lady of Indianapolis
Food blogger
Galeaz Food & Nutrition Communications
Georgia Reeses Restaurant
Global Aquaculture Alliance
GottaGo.com
Indiana Corn Aquaculture
Indiana Pacers

Indiana Soybean Alliance
Indianapolis Downtown Restaurant & Hospitality Association
Indy Heart Association
Ivy Tech Culinary Arts Program
Late Harvest Kitchen & North End Barbecue & Moonshine
Managed Health Services
RDM Aquaculture LLC
Registered Nurse
TwinkleVanWinkle.com food blog
U.S. Rep. Susan Brooks (Supporter)
U.S. Rep. Andre Carson (Supporter)
U.S. Sen. Joseph Donnelly (Supporter)
WISH TV/IndyStyle & Albertsons Annessa Chumbley, RD



JACKSONVILLE, FL

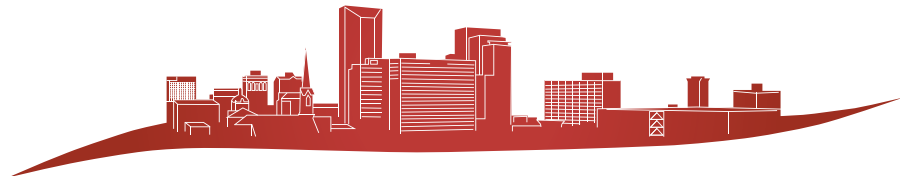
www.seafoodnutrition.org/jax.html

Jacksonville, FL generated very strong results in the 2015 campaign thanks to an outstanding local coalition of supporters and reached over 25,000 people. Kicking off with a press event at Hemming Park, Mayor Curry unveiled a proclamation supporting National Seafood Nutrition Partnership Month and headlined the event with Gina Neely of the Food Network. At the Southern Women's Show, an event for women highlighting health and wellness among other themes, Omega-3 screenings were offered to test women's Omega-3 index. An index of 8 or better is ideal and indicates a low level of risk for heart disease. The Jacksonville coalition also worked with the Jacksonville area restaurants to create Jacksonville Seafood Restaurant Week. Participating restaurants featured seafood at a discount price for the week and the event was promoted with local media and food bloggers in partnership with the restaurant association. Over 20 restaurants joined in to spread the important message of eating seafood for its heart health benefits.

JACKSONVILLE COMMUNITY LEADERS

Baptist Health
Beacon Fisheries
Beaver Street Fisheries
Blue Bamboo
First Stop Urgent Care
Fisherman's Dock
Florida East Coast Shrimp Producers Association
Florida House of Representatives Hon. Charles McBurney
Florida House of Representatives Hon. Reggie Fullwood
Florida House of Representatives Hon. Janet Adkins
Florida Restaurant and Lodging Association, First Coast Chapter
Florida Senate Hon. Audrey Gibson
Florida State College at Jacksonville
Jacksonville City Council Hon. Scott Wilson
Jacksonville City Council Hon. Aaron Bowman
Jacksonville City Council Hon. Doyle Carter
Jacksonville City Council Hon. Jim Love

Jacksonville Mayor Hon. Lenny Curry
Marker 32
North Beach Fish Camp
Nutrition Expert and blogger at Make Healthy Easy Jenna Braddock, MSH, RDN, CSSD
Ocean 60
Paul Tutwiler
Sanctuary at Mount Calvary Baptist Church
The Sanctuary at Mount Calvary
U.S. House of Representatives Hon. Ander Crenshaw
United States Congress Hon. Corrine Brown
University of North Florida



LEXINGTON, KY

www.seafoodnutrition.org/lex.html

Lexington, KY featured perhaps some of the most luminary coalition members. Leading with representatives for Governor Steve Beshear and the Mayor of Lexington, Jim Gray, the city eagerly embraced the Seafood Nutrition Partnership. The campaign kicked-off with an event at Sam's Club with key speakers Allyson Wellman and Lori Houlihan representing Mayor Gray. University of Kentucky Healthcare offered Omega-3 screenings and presentations were made by God's Pantry Food Bank and Dr. Ingrid Adams of the University of Kentucky Department of Dietetics and Nutrition. Later in the month, the three day "When Women Worship" event highlighted the Lexington Fayette County Health Department and SNP who were offering free Omega-3 screenings. Additionally, Seafood Week was featured by both God's Pantry Food Bank and the local restaurants in the city reaching 900 residents.

LEXINGTON COMMUNITY LEADERS

Azur Restaurant
Bayou Bluegrass Catering
Bluegrass Community & Technical College
Captain D's
Charlie's Fresh Seafood Market
City of Lexington Arts and Culture Director
City of Lexington Local Food Coordinator
City of Lexington, Ky. Mayor Jim Gray
Coba Cocina Restaurant
Eastern Kentucky University
Fayette County Diabetes Coalition
Food Chain
God's Pantry Food Bank
Kentucky Academy of Nutrition & Dietetics

Kentucky Proud Kitchen
Kentucky Restaurant Association
Kentucky State University
KentuckyOne Health
Ketch Seafood Grill
Kroger
Lexington Kiwanis Club
Lexington Seafood Company
Lexington-Fayette County Health Dept.
Meijer
North Central Area Health Education Center
Palmer's Fresh Grill
Sam's Club, Lexington
Sam's Club, Nicholasville
Smithtown Seafood
Total Grace Baptist Church
U.S. Sen. Mitch McConnell--R
U.S. Sen. Rand Paul--R
UK College of Nursing
UK College of Public Health
UK Dept. of Dietetics & Human Nutrition
UK Healthcare
Wild Thyme Cooking Class
YMCA of Central Kentucky



MEMPHIS, TN

www.seafoodnutrition.org/mem.html

In Memphis, TN the local coalition reached almost 5,000 members of the community by partnering with a variety of local organizations and churches to reach and mobilize local Memphians. Local SNP partner, the Church Health Wellness Center hosted the Healthy Heart Summit featuring a panel of speakers including Dr. Claro Diaz, dietician Jessica Van Cleave, Nutrition Director Carolyn Nichols, and Chef Sheronda Peeples. The speakers educated attendees on the importance of eating seafood and answered a range of questions from the audience.

Memphis Restaurant Week also took place during October and included such hot spots as Tsunami, Pearls Oyster House, Flying Fish, and Trolley Stop each of which featured information about the heart health benefits of seafood.

Critical to the success of Memphis was the coalitions ability to engage the local faith community. The Abundant Grace Fellowship Church hosted their annual Health and Wellness Fair where SNP conducted Omega-3 screenings.

MEMPHIS COMMUNITY LEADERS

A Taste of Heaven Catering
Blogger
BlueCross BlueShield of Tennessee, Chief of Staff
BlueCross BlueShield of Tennessee, Medical Director
Captain D's
Chow Time Restaurant/CEO
Church Health Center
Dip, Crackers, Bottle of Wine, Done
Flying Fish
I Love Memphis, Blogger
Kroger
L'Ecole Culinaire, Campus Director
LeMoyné-Owen College
Mayor of Memphis
Memphis Convention Visitors Bureau
Memphis Light Gas and Water, Executive
Memphis Restaurant Association
Methodist Healthcare / Sutherland Cardiology Clinic

Methodist Healthcare/ CEO
Pearls Oyster House
Shelby County Board of Commissioners:
Van Turner, Reginald Milton, Willie Brooks, Marks Billingsley, Mike Kernell
SNP Ambassador Chef Jennifer Chandler
SNP Ambassador / Chef Du Jour Chef Ayanna K. Johnson
SNP Ambassador / Owner Tsunami Restaurant Chef Ben Smith
Tennessee Hospitality & Tourism Association/ President/CEO
The Works, CEO
TN State Representative Johnnie Turner
TN State Representative GA Hardaway
TN State Representative Karen Camper
TN State Senator Reginald Tate
Trolley Stop
U.S. Congressman Steve Cohen

City-by-City Successes



OKLAHOMA CITY, OK

www.seafoodnutrition.org/okc.html

Oklahoma City, OK created a series of events and wellness programs that SNP was able to join as part of the city's renewed commitment to health living. SNP kicked-off its campaign at the Devon Boathouse where locally acclaimed Chef Chris Becker provided cooking demonstrations with special guest NBA Thunder player Enes Kanter. Later in the month, OKC Homeland Pharmacy and the Oklahoma City County Health Department offered free Omega-3 screenings at the N.E. regional health campus. SNP participated in Total Wellness classes at Taylor Recreation Center and Oklahoma Blood Institute where health screenings were offered included Omega-3 tests and other baseline tests. Lastly, OKC INTEGRIS Men's Health University Fair, an event designed to educate men and their loved ones on the importance of men taking care of their health, also featured SNP and free Omega-3 screenings.

OKLAHOMA COMMUNITY LEADERS

American Heart Association of OKC
Associated Wholesale Grocers
Cryder Group
Decision Grid
Della Terra Pasta/Francis Tuttle
Professional School
Dialogue Institute of Oklahoma
Episcopal Church of the Redeemer
Girl Scouts of Western Oklahoma
Homeland
Integris Hospital
KFOR
Mickey Mantle's Steakhouse
Moore Monthly
Norman Regional Hospital

OK House of Representative Scott Martin
OK House of Representative Mark McBride
OK Senate/ Local Cardiac Anesthesiologist
OKC County Health Department
OKC County Health Department –
Wellness Now Coalition
OKCPS Student Nutrition Services
OUHSC
Pearls Restaurant Group
Regional Food Bank of Oklahoma
Republic Bank & Trust
Rococo Restaurants
Trinity Church
US Foods
Venue 104



TOLEDO, OH

www.seafoodnutrition.org/tol.html

Toledo, OH was fortunate to boast a broad array of coalition members with a strong commitment to prevention of cardiovascular disease including Mayor Paula Hick-Hudson and several members of the City of Toledo Council. With events ranging from cooking demonstrations at Sam's Club and SNP featured at the Annual Urban Harvest Health and Wellness event were over 600 people attended, the importance of eating heart healthy seafood was spread across the city. Cooking Demonstrations were conducted by Toledo Andersons and Maumee Andersons Store and a Lunch and Learn was hosted at St. Michael's where 50 prominent members of the community dined on seafood while learning about its heart health benefits and how they can engage local residents in healthier living. Omega-3 screenings were held at St. Martin de Porres Health Fair.

TOLEDO COMMUNITY LEADERS

State Representative - District 46,
Barbara Sears
City of Toledo Mayor, Paula Hick-Hudson
City of Toledo Council, Cecelia Adams
City of Toledo Council, Mike Craig
City of Toledo Council, Yvonne Harper
City of Toledo Council, Tyrone Riley
City of Toledo Council, Sandy Spang
City of Toledo Council, Larry Sykes
Community and Clinical Linkages, Hospital
Council of NWO
Mercy Health

Office of Minority Health, Toledo-Lucas
County Health Department
Paramount Health Care
ProMedica Health System
Seaway Marketplace
St Martin de Porres
The Andersons
United Pastors for Social Empowerment
United Way - Toledo
YMCA
YMCA/Live Well



Eating Heart Healthy: Description and Local Partners

In the United States, more women than men die from Cardiovascular Disease (CVD) each year; nearly half of all African-American women and one-third of Caucasian-American women are currently living with CVD. Low-income populations are also far more likely to be at risk for CVD and obesity, and it is more difficult for low-income families to change behavior due to stricter limitations of time and budget.

The prevalence of CVD in the U.S. is due in large part to a lack of awareness and education regarding what contributes to a heart-healthy diet. Researchers at Harvard found that eating twice weekly servings of seafood which is rich in heart healthy omega-3s reduces the risk of dying from CVD by 36%. Unfortunately, a staggering 80-90% of Americans do not consume enough seafood to meet the recommendation.

To help address this deficiency, SNP in 2014, while growing its national partner network developed a dietary behavioral change program called

Eating Heart Healthy (EHH)—encompassing intervention, education and food distribution—alongside doctors and nurses at Brigham and Women's Hospital in Boston. The program was conceived as part of the Clinton Global Initiative (CGI) Commitment to Action.

EHH pilot programs were launched within Boston's Roxbury Tenants of Harvard community. Through these initial month-long programs, SNP was able to track successful health and behavior outcomes for participants. Just as important, it also was able—simply through word-of-mouth—to engage new community partners such as the YMCA of Greater Boston, and build a waiting list of low-income adult women who want to participate in future interventions. Today SNP is continuing its strong partnership with Roxbury Tenants of Harvard, while also strengthening its emerging partnership with the YMCA of Greater Boston.

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EHH PROGRAM STRUCTURE

EHH is SNP's signature nutritional workshop series, led by a chef and a nurse practitioner in partnership with a local community health center. The EHH structure includes:

- **Health screenings**—participants receive complimentary pre- and post-program health screenings, including free omega-3 index tests (the primary evaluative biometric for EHH) as well as knowledge and behavioral surveys concerning cardiovascular disease, obesity and seafood.
- **Classroom instruction**—participants attend workshops for 90 minutes per week for four weeks (6 hours total), including presentations on women's heart disease risks and symptoms; lessons on healthy seafood nutrition and purchasing; and hands-on cooking demonstrations and activities. Participants receive free seafood meals and ingredient packets with recipes, and are asked to prepare seafood at home with their families as "homework."

- **Follow-up messaging**—post-workshop, participants are engaged in regular digital messaging that provides tip, recipes, and encouragement to continue new found skills for a period of 12 months.

The Eating Heart Healthy program, now expanded to 8 cities across the U.S., serves to educate, empower and motivate low-income women in Southern, Appalachian and Midwestern cities to improve their dietary behavior, helping them reduce risk of CVD through a seafood-rich diet.

Each EHH workshop reaches nearly 900 residents indirectly; SNP is working towards greater impact at the community level by leveraging participants' family and neighborhood networks through social media and other channels. This grassroots model also ensures that local partners, such as churches and health clinics, gain access to the networks, training and support they need to continue offering regular EHH programming.

BOSTON: A SUCCESS STORY

The Eating Heart Healthy pilot program, successfully completed in Boston in 2014, was conceived as a partnership among Seafood Nutrition Partnership (SNP); Brigham and Women's Hospital, the teaching hospital of Harvard Medical School; Roxbury Tenants of Harvard (RTH), a nonprofit affordable-housing community for low-income families from diverse ethnic and racial backgrounds; and the Hyatt Regency Boston.

For four weeks, female RTH residents participated in an EHH intervention. Three months after completion, data collection showed that 92% of participants lowered their risk of cardiovascular disease (as measured by significantly increased omega-3 levels in their cardiovascular systems) as a result of eating the recommended amount of seafood for three months. After one year 80% of the participants were able to maintain increased omega-3 levels. Moreover, the majority of participants increased their awareness of their own personal risk for cardiovascular disease.

One of the pilot program participants, Jacquie Boston, is now an SNP Ambassador who shares her experiences to help inspire other women to make changes to their diets.



Resources

INFOGRAPHICS

The body of science that supports the importance of eating seafood at least twice a week is quite large. We develop infographics to help simplify the main scientific evidence into sharable bites of information.
www.seafoodnutrition.org/infographics.html

LOVE YOUR HEART - EAT YOUR SEAFOOD

We support the grassroots education initiatives in 9 US cities with palm cards, banners, window clings, restaurant table tents, and lapel stickers to help build awareness of the importance to eat seafood at least twice a week.

www.seafoodnutrition.org/love-your-heart-eat-your-seafood.html

MOMS & BABIES

The nutritional benefits for eating seafood and taking in adequate amounts of omega-3 fatty acids is especially important for Moms and Babies to support brain and eye development, reduce post-partum depression symptoms, and support heart health.

www.seafoodnutrition.org/moms-babies.html

RDN TOOLKIT

We developed a communications toolkit for Registered Dietitians Nutritionists and shared this with RDNs in the media and at major retailers including: Big Y, Buy For Less, Festival Foods, GIANT Foods, Hannaford, Harmon's Grocery, H-E-B, Kroger, Lowes Foods, Martins Food Markets, Meijer, Metro Market, My County Market, Raley's, Reasors, ShopRite (Wakefern), Stop & Shop. The RDNs from this outreach generated over 76 million media impressions from September to November 2015.

www.seafoodnutrition.org/rdn-toolkit.html

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Mr. Simmons
Ms. Vaughn





SUMMARY OF SUCCESSES AND OUTLOOK FOR 2016

We made a breakthrough in the consciousness of Americans to eat healthier with a seafood-rich diet in 2015 and are energized by all of the support we received from our partners. To build on the successes from 2015, we are focused on strengthening our relationships with preventive health care organizations, expanding the reach of our nutrition intervention program, and deepening our engagement with our coalition leaders in our 8 target markets. We are excited for the momentum we have generated to inspire Americans to join our health and wellness movement.

Our education initiatives have empowered many people, especially the underserved, to learn how to shop for and prepare nutritious food, and to do it affordably.

Take the
HEALTHY HEART → Pledge

HELP US GET TO 100,000 PLEDGES!

→ SEAFOODNUTRITION.ORG



Audited Financial Summary

	2014 Audited	2015 Audited
Revenue	1,538,472	1,836,187
Expenses	668,784	1,380,199
Change in Net Assets	869,688	455,988

Expenses by Functional Categories	2014 Audited	2015 Audited
Program Services	72%	78%
Fundraising	16%	12%
Administration	12%	10%





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