

# *Healthier Through Seafood Nutrition: A Scroll Through 2016*

ANNUAL REPORT | 2016



**SEAFOOD  
NUTRITION  
PARTNERSHIP®**

Dear Friends,

I'm pleased to share with you that our public health education campaign is working. We know behavior change takes time and are seeing signs of progress. What we eat matters, and dietary patterns that are higher in vegetables, fruits, whole grains, and lean protein such as fish are linked with lower risk of chronic diseases. We all know eating healthy is important, but it's hard at the personal level to adopt if our environment doesn't support our healthy choices. Seafood Nutrition Partnership is part of the solution and I am proud of working on this mission with you.

When SNP launched its public health campaign in 2015, only 1 in 10 Americans ate seafood at least twice per week as the Dietary Guidelines recommends and, on average, Americans were taking in just 80mg of EPA and DHA per day according to the Centers for Disease Control and Prevention. Since then, we have secured more than 25,000 Healthy Heart Pledges nationwide from individuals committing to trying seafood more often to support a healthier heart, NOAA reported that Americans added almost 1 pound of seafood to their diets in 2015, and our recent national survey showed that 1 in 3 Americans added seafood to their diet in 2016.

SNP's campaign was built on public-private partnerships among broad-based industries and sectors that care about the health and wellness of our fellow citizens. We are grateful to partner with local leaders in our target market cities to determine the best outreach strategy to meet the community where they are as it relates to including more seafood and omega-3s to their diets. Our work continues to resonate in the local communities, as many people do not know the extent of nutritional benefits that seafood offers.

I want to personally thank our key stakeholders: board, scientific and nutrition advisory council, ambassadors, donors, and partners, whom are making a difference in every aspect of our mission. We are honored to have Hugh Welsh serve as 2017-2018 Chair for SNP. I have been very impressed with the passion and energy that Hugh has demonstrated for the SNP mission, along with his dedication to take SNP to the next level.

Best Regards,  
Jack Kilgore  
2015-2016 Chair  
Seafood Nutrition Partnership

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***SNP has  
established a solid  
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Dear Friends,

I am pleased to serve as the 2017-2018 Chair for Seafood Nutrition Partnership (SNP). Through our collective support of SNP's work, we have a tremendous opportunity to impact America's health status.

As a strong advocate for human health and nutrition in the global arena, SNP's mission fills a gap that is vital to addressing the public health crisis of preventable disease in the U.S. SNP fills a void in the awareness and understanding of the urgency to including seafood nutrition in our diets by connecting the scientific experts in seafood nutrition, translating that into usable educational resources for health and nutrition influencers, and convening leaders at all levels of the community that connect to our cause.

Simply, SNP's mission sits at the nexus of human health, environmental health, and community health. Nearly 70% of deaths in the US are preventable through diet and lifestyle changes. We're in a public health crisis and it is vital we continue to work together to move the needle. With our nation spending roughly 86% of our health care dollars on treating preventable diseases, we need as many supporters as possible to address our public health crisis because it affects all of us.

I am excited to lead the board in the next phase of the organization's growth. SNP has established a solid foundation as an innovative nonprofit that is starting to have a positive impact on the health of Americans. As we expand our reach we are mindful to have an open heart and open mind to meet the community where they are in their understanding of seafood nutrition as part of a healthy diet.

Best Regards,  
Hugh Welsh  
2017-2018 Chair  
Seafood Nutrition Partnership



Dear Friends,

We are grateful for your support to have the ability to help our fellow Americans find a path to good health. In our 2nd year of our public health education campaign we saw firsthand the depth to which many Americans do not yet know the extent of the health benefits of adding seafood to their diets, requests for more recipes and cooking classes as many do not how to cook seafood, and obstacles that are holding many from adding seafood to their diets.

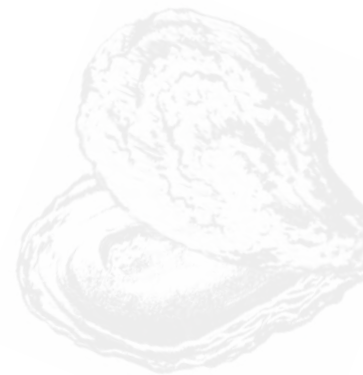
The experiences we have gained from 2016 helped to shape our work for 2017. We are focusing on programmatic areas that have greatest ability to affect behavior change, such as:

- Continuing our Call To Action for individuals and groups to take the Healthy Heart Pledge.
- Deepening engagement with our Target Market Teams and activating local coalition leaders and ambassadors to encourage their employees, customers, clients and/or constituents to eat more seafood & supplement their diet with omega-3s leveraging the online programs and resources SNP has made available for free at [seafoodnutrition.org](http://seafoodnutrition.org).
- Developing a National Leadership Council to support a Phase 2 Public Health Education Campaign.
- Strengthening the Scientific & Nutrition Advisory Council to build increased understanding of seafood nutrition and human health as we work with health and nutrition influencers, community leaders, and partners.

The positive health impacts that we are witnessing can only be possible through our collective efforts. The Healthy Heart Pledge testimonials you will read on these pages is just a sample of people that have been changed by our work. Thank you for being on this journey with us as we help Americans get healthier through seafood nutrition.

Warm Regards,  
Linda Cornish  
President  
Seafood Nutrition Partnership

*The positive health impacts that we are witnessing can only be possible through our collective efforts.*



## OVERVIEW OF SNP MISSION

### Human Health | Environmental Health | Community Health

Seafood Nutrition Partnership is the leading 501(c)3 non-profit organization in the country building awareness of the health and nutrition benefits of seafood.

Founded in 2013, Seafood Nutrition Partnership is a charitable organization with a mission to inspire a healthier America through partnerships and outreach to raise awareness about the essential nutritional benefits of eating seafood. SNP's programming is designed to encourage greater consumption of fish, shellfish and omega-3s, and in turn, decrease the heart disease and other chronic illnesses in target populations.

For SNP, eating seafood for optimum wellness and the health of the environment are inextricably linked. Seafood is a vital part of the human diet that supports both human health and environmental health. The traditional Western diet is crushing much of the world with a chronic disease crisis that can only be overturned with adoption of a healthier dietary pattern that is rich in plants and lean protein such as seafood.<sup>1</sup> Adopting a healthier dietary pattern, however, must coincide with the ability for those foods to be produced with lower impact to the environment to stand a better chance of ensuring our future food security.<sup>2</sup> Essentially, the outlook for human health and environmental health depend in large part with what we put on our plates each day.



SNP as an organization is unique in that:

- It is the only U.S. non-profit using a public-private partnership model to build awareness of the preventive health benefits of seafood nutrition.
- It engages a secondary, though no less important, focus on environmental health—promoting sustainable and responsible seafood production as a long-term solution to nutritional needs.
- Its program interventions are designed to be extremely cost effective in comparison to current health care spending on chronic disease treatment.

1. Fung et al. Association between dietary patterns and plasma biomarkers of obesity and cardiovascular disease risk. The American Journal of Clinical Nutrition 73 (1): 61–7. PMID 11124751.

2. Rockström et al. Acting in the Anthropocene: the EAT–Lancet Commission. The Lancet , Volume 387 , Issue 10036 , 2364 – 2365.

2016

**310** MILLION  
OUTREACH IMPRESSIONS

HEALTHY HEART PLEDGES  
(Cumulative) **25,000**

2015

**250** MILLION  
OUTREACH IMPRESSIONS

HEALTHY HEART PLEDGES  
(Cumulative) **2,818**

## INTEGRATED OUTREACH INITIATIVES

### GRASSROOTS OUTREACH

SNP works in key target markets with a local coalition of leaders to build awareness of the health benefits of eating seafood. Local events and media engage and educate the community, leading to increased seafood consumption.

### PARTNERSHIPS

SNP collaborates with organizations that have a shared mission of promoting healthy dietary patterns that include seafood and reducing chronic disease risks through nutrition intervention.

### CONFERENCES & EVENTS

SNP conducts outreach with health and nutrition influencers by exhibiting at conferences with organizations including the Academy of Nutrition and Dietetics and Today's Dietitian, and hosting Healthy Heart Summits, webinars, and community events.

### NATIONAL DIGITAL OUTREACH

SNP conducts outreach through its website, Facebook, Twitter, Instagram, Pinterest, YouTube and LinkedIn channels. This outreach is amplified by partners and health & nutrition influencers.

### EDUCATION RESOURCES

SNP develops free educational resources and online programs for K-12 educators, health professionals, WIC recipients, workplace wellness practitioners and the general community.

### CAUSE MARKETING

Companies may support SNP's public health education campaign by securing a license to display SNP marks on consumer products related to seafood nutrition. These marks include: Seafood Nutrition Partnership®, Seafood2xWk<sup>SM</sup>, Healthy Heart Pledge<sup>SM</sup>, Eating Heart Healthy<sup>SM</sup>, Love Your Heart – Eat Your Seafood<sup>SM</sup>.

### **SNP Birmingham AL** #Seafood2xWkBHM

During National Seafood Month, Birmingham's coalition activated throughout the Magic City. SNP Ambassador Chef Tim Hughes demonstrated how to prepare a simple fish dish on the local ABC station, SNP held a Seafood Cooking Competition at Wenonah High School, and we participated in Healthy Eating Day with the City of Birmingham and the local American Heart Association.



### **SNP Brunswick GA** #Seafood2xWkSSI

The SNP Georgia coalition doubled the number of local ambassadors to support seafood nutrition messages in the community. Through this effort, Brunswick Mayor Cornell Harvey took the Healthy Heart Pledge in October 2015 and has since lost more than 20 pounds.



## SNP Charleston WV #Seafood2xWkWV



The SNP Charleston coalition held a Healthy Heart Summit that featured Senator Joe Manchin, Dr. Tom Brenna, Councilman Andy Richardson, Dr. Tania Babar, Mr. Bruce Adkins, and Ms. Linda Cornish.



Marshall University students took part in sharing the seafood nutrition message and met with University President Gilbert to sign the Healthy Heart Pledge.



*"This project is particularly interesting for me because of the personal ties I have to heart disease."*

### SPOTLIGHT ON

JAMIE MESSER, a senior WVU Strategic Communications major from Charleston, helped to share the health benefits of seafood on campus and throughout the community. "This project is particularly interesting for me because of the personal ties I have to heart disease. My family has lost several friends to this disease. Since I was unaware of seafood's nutritional benefits until after they were gone, I want to help others and spread the word that something as simple as eating seafood could help improve their health."

WV Press

### SNP Indianapolis IN #Seafood2xWkIND

**Right:** SNP Ambassador Heather Tallman, aka Basilmomma, and coalition member Falling Waters Farm were featured on IndyStyle.



**Far right:** SNP participated for the 2nd year in a row in Indiana University–Purdue University Indianapolis's Health Fair handing out seafood and fish oil samples.



SNP Board Member Detlef Schrempf, President Linda Cornish and Meijer Dietitian Melissa Hehmann RD were featured on Fox59 ahead of the Pacer's Detlef Schrempf Night, November 1. Detlef signed autographs at the game for every new Healthy Heart Pledge.



SNP held a cooking demo at Meijer grocery store and made salmon cakes and provided fish oil samples.

## SNP Jacksonville FL #Seafood2xWkJAX

**Right:** SNP Jacksonville coalition member The Fisherman's Dock shared seafood nutrition messages with the media.

**Far right:** The SNP team visited with various senior centers, offering seafood and Omega-3 supplement samples, as part of Mayor Curry's Journey To One initiative.



## SNP Lexington KY #Seafood2xWkLEX

The SNP Lexington team participated in local community events such as Festival Latina and University of Kentucky Business Fair.



## SNP Memphis TN #Seafood2xWkMEM

**Right:** The SNP Memphis team held Memphis Seafood Week during October's National Seafood Month, which generated a lot of media buzz. The team also engaged with local churches to begin Healthy Heart Sundays.

**Far right:** SNP Board Member Detlef Schrempf met with Congressman Cohen and leaders at a luncheon.



Detlef met with the University of Memphis Basketball Team, where players committed to eating more seafood to improve their performance. While in town, he also participated in radio interviews and made an appearance at the NBA Memphis Grizzlies game.

**17** HEALTH COORDINATORS at area churches measured their Omega-3 Index and committed to eating seafood twice a week through 2017



SNP sponsored the seafood competition during the World Championship Barbecue Cooking Contest.

## SNP Oklahoma City OK #Seafood2xWkOKC



The SNP OKC team kicked-off fall activation with a Seafood Soiree hosted by SNP Coalition Leader Mary Blankenship Pointer.



The OKC team had a collaboration with the Regional Food Bank of Oklahoma to provide a can of seafood for every Healthy Heart Pledge secured.

**1080** MEALS PROVIDED by the  
Regional Food Bank of Oklahoma



Detlef Schrempf visited Oklahoma City and shared seafood nutrition messages at the Thunder game and with media.



### SPOTLIGHT ON



**ROB MORRIS**, who took the Healthy Heart Pledge in April 2016 and has since lost more than 100 pounds.

He created his own OK Seafood Slimdown Challenge and ate seafood as his main protein source for six months.

## SNP Toledo OH #Seafood2xWkTOL



*The SNP Toledo team received great support from Bowling Green State University students in securing Healthy Heart Pledges from the community.*



### SPOTLIGHT ON

**SEHER ALP** with the Raindrop Turkish House in Oklahoma City took the Healthy Heart Pledge after a visit by SNP in 2015. Seher's husband, Umit, did not like eating fish but tried it because his family took the Healthy Heart Pledge.

In October 2016, Umit reported that his cholesterol had normalized after eating seafood twice a week. Seeing his own success, Umit, the Superintendent at Dove Science Academy, plans to bring seafood nutrition information to his schools.

## 5 Ingredients or Less Seafood Sweepstakes Contest

SNP launched a five ingredient or less sweepstakes to showcase how easy it is to create recipes for home cooks using commonly found, inexpensive ingredients. Food bloggers and influencers supported the sweepstakes by highlighting health and ease of preparation messages, while encouraging audiences to take the Healthy Heart Pledge — a commitment to eating seafood at least twice per week. This digital program generated 275 million impressions and secured more than 12,000 Healthy Heart Pledges.



**12,000** HEALTHY HEART PLEDGES  
secured

**275** MILLION IMPRESSIONS

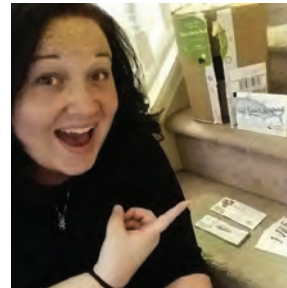


# NATIONAL DIGITAL OUTREACH HIGHLIGHTS

## #SeafoodParty2016

SNP partnered with House Party, a word-of-mouth marketing organization, to invite 250 party hosts to hold #SeafoodParty2016 on October 1, 2016 located in SNP target markets.

This program reached 5,357 people and generated 4.8 million impressions.



**5,357** PEOPLE  
reached by the program



**4.8** MILLION  
IMPRESSIONS



## Online Programs Launch

- Seafood Nutrition Partnership launched online education programs and resources to assist in teaching communities and individuals about the health and nutritional benefits of a seafood-rich diet. These resources have been developed for use by nutrition educators and influencers within the public health sector, healthcare organizations, schools, workplace wellness programs, and the general public.
- SNP's **online educational resources** are based on Eating Heart Healthy, the organization's community-level nutrition intervention program developed to help individuals and families incorporate seafood into their diets.
- The online programs are designed to offer skill-building tools to help individuals confidently purchase and prepare seafood for their family.



## Seafood Lesson In wichealth.org

- Seafood Nutrition Partnership and the online nutrition-education platform [wichealth.org](http://wichealth.org) worked together in 2016 to develop a new educational lesson built around the health and nutritional benefits of eating seafood, particularly for pregnant and breastfeeding women and their children.
- The lesson, available in both English and Spanish, is the first time a seafood nutrition message has been available on [wichealth.org](http://wichealth.org). It was launched in April 2017.



## CONFERENCES & EVENTS HIGHLIGHTS

### SNP Exhibits at AND FNCE



The SNP team exhibited at the Academy of Nutrition and Dietetics Food & Nutrition Conference and Expo in Boston. Dr. Judith Rodriguez, SNP Board Member and 85th President of the Academy, provided expert advice to the attendees.

HEALTHY HEART PLEDGES  
Signed by Dietitians **546**



SNP's Director of Programs & Education Traci Causey was awarded the Emerging Professional Award in Women's Health.

**98%** ATTENDEES that found  
SNP Resources Helpful



SNP Ambassador Chris Edelman helped answer seafood questions for the attendees at the SNP booth, where 546 dietitians signed the Healthy Heart Pledge and 98% found SNP resources to be very helpful for their practice.



### Board of Directors

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Retired President  
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**Ms. Linda Cornish**, Secretary  
President  
Seafood Nutrition Partnership

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Professor of Pediatrics & Chemistry  
Dell Medical School  
University of Texas at Austin

**Dr. JoAnne Foody**  
Head of Cardiovascular  
Janssen Inc.

**Mr. Barney Leddy**  
Platform Director  
Pentair AES

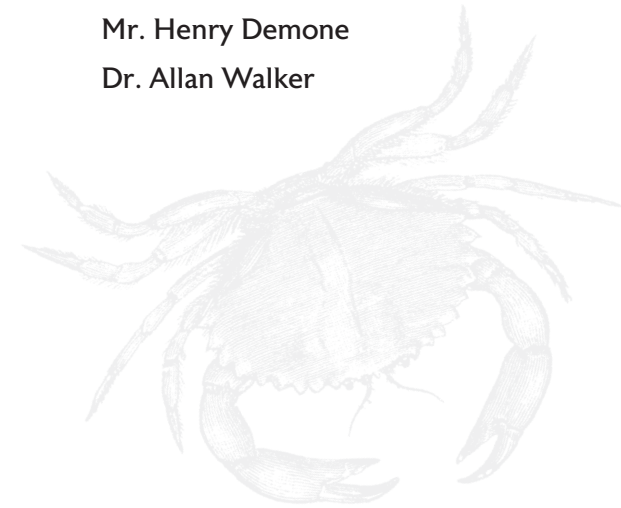
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**Mr. Detlef Schrempf**  
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### Scientific & Nutrition Advisory Council

**Ms. Sara Baer-Sinnott**  
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Oldways

**Ms. Linda Chaves**  
Principal, Chaves Strategies  
Retired Senior Advisor,  
NOAA NMFS

**Dr. Jose Fernandez**  
Professor  
Dept. of Nutrition  
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Alabama at Birmingham

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**Dr. Bill Lands**  
Omega-3 Expert, Author,  
Teacher, Advisor

**Dr. Michael Tlusty**  
Director of Ocean  
Sustainability Science  
New England Aquarium

**Ms. Gretchen Vannice, MS, RDN**  
Author, Omega-3 Handbook  
Wiley's Fish Oil

## PEOPLE WHO MAKE SNP POSSIBLE

### National Leadership Council

**Mr. Calvin Anderson**  
Retired BCBS TN

**Mr. Chris Blankenship**  
State of Alabama

**Ms. Laurel Bryant**  
NOAA Fisheries

**Mr. Steve Hart**  
Global Aquaculture Alliance

**Mr. Barney Leddy**  
Pentair

**Ms. Mary Pointer**  
Republic Bank & Trust

**Mr. Hugh Welsh, DSM**

**Mr. Derek Yach, Vitality Institute**

### Team Members

**Ms. Linda Cornish**  
President

**Ms. Andrea Albersheim**  
Director of Communications

**Ms. Traci Causey**  
Director of Programs & Education

**Ms. Melanie George**  
Field Director – Charleston WV

**Ms. Deidre Malone**  
Field Director – Memphis TN

**Ms. Katie Roberts**  
Field Director – Oklahoma City OK

**Ms. Rebekah Suwak**  
Field Director – Jacksonville FL

**Mr. Mike Tigani**  
Field Director – Brunswick GA

**Ms. Tiffany Whisner**  
Field Director – Indianapolis IN

### Ambassadors

**Chef Kelly Armetta**  
Boston MA

**Ms. Jacquie Boston**  
Boston MA

**Chef Johnny Carino**  
St. Simons GA

**Chef Jennifer Chandler**  
Memphis TN

**Captain Keith Colburn**  
Seattle WA

**Chef Jeff Cowles**  
St. Simons GA

**Chef Chris Edelman**  
Boston MA

**Chef Tony Hang**  
Tampa FL

**Chef Kerry Heffernan**  
New York City NY

**Chef Jason Henderson**  
Nashville TN

**Chef Ayanna Johnson**  
Memphis TN

**Chef Todd Mitgang**  
New York City NY

**Ms. Gina Neely**  
Memphis TN

**Chef Michael-Ann Rowe**  
New York City NY

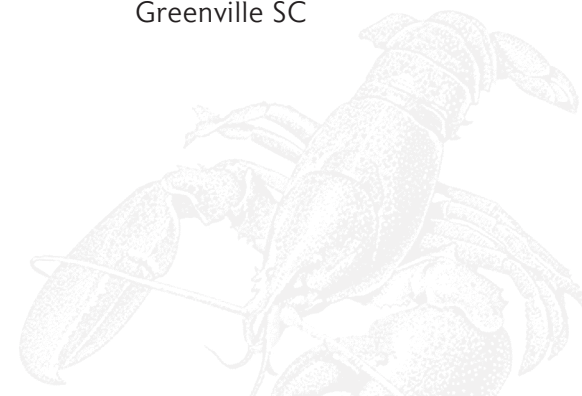
**Ms. Aileen Sauris**  
Boston MA

**Chef Ben Smith**  
Memphis TN

**Chef Marco Suarez**  
Boston MA

**Ms. Heather Tallman**  
Indianapolis IN

**Mr. Joe Urban**  
Greenville SC



## CHAIRMAN'S CAMPAIGN CIRCLE

### Visionary Partners

DSM  
Gorton's  
High Liner Foods  
Mazetta Company, LLC  
National Fisheries Institute  
Pentair AES  
Trident Seafoods

### Anchor Partners

American Seafoods Group  
Bumble Bee

### Tailwind Partners

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Eastern Fish Company  
Fortune Fish & Gourmet  
Glacier Fish Company  
Harbor Seafood  
King & Prince Seafood  
Long John Silver's  
Marine Harvest  
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Wiley's Finest Wild Alaskan  
Fish Oil

## PARTNERS

Alliance for Family &  
Consumer Sciences  
American Public Health  
Association  
Brigham & Women's Hospital  
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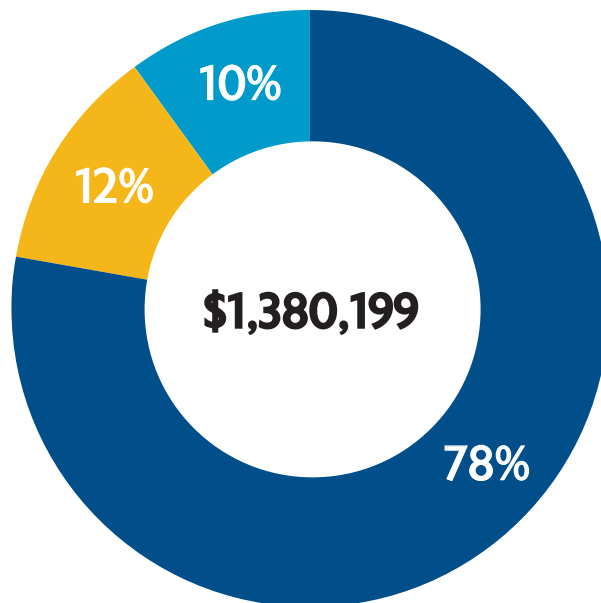
Global Organization for  
EPA+DHA  
Healthy Weight Commitment  
Foundation  
National CACFP Association  
National Fisheries Institute

National Forum  
NBA Cares  
NIH The Heart Truth  
NOAA Fish Watch  
PBS Good Catch

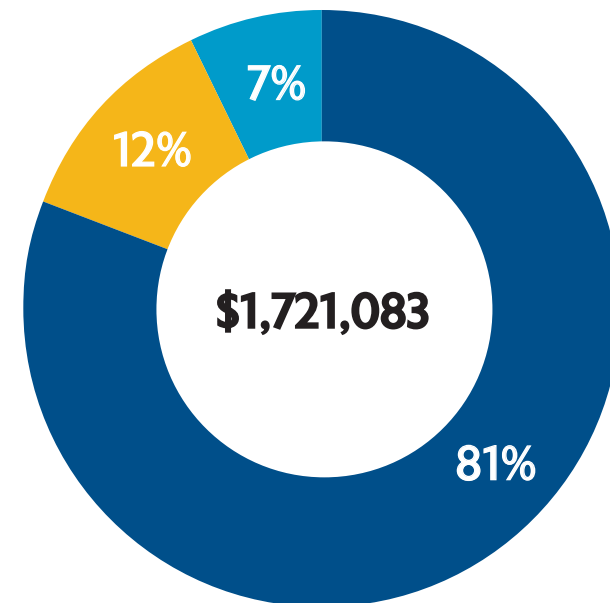
Provant  
Roxbury Tenants of Harvard  
SeaShare  
Together Counts  
USDA MyPlate

## ORGANIZATION FINANCIALS

**2015**  
EXPENDITURE



**2016**  
EXPENDITURE



■ Program Services

■ Fundraising

■ Administration



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