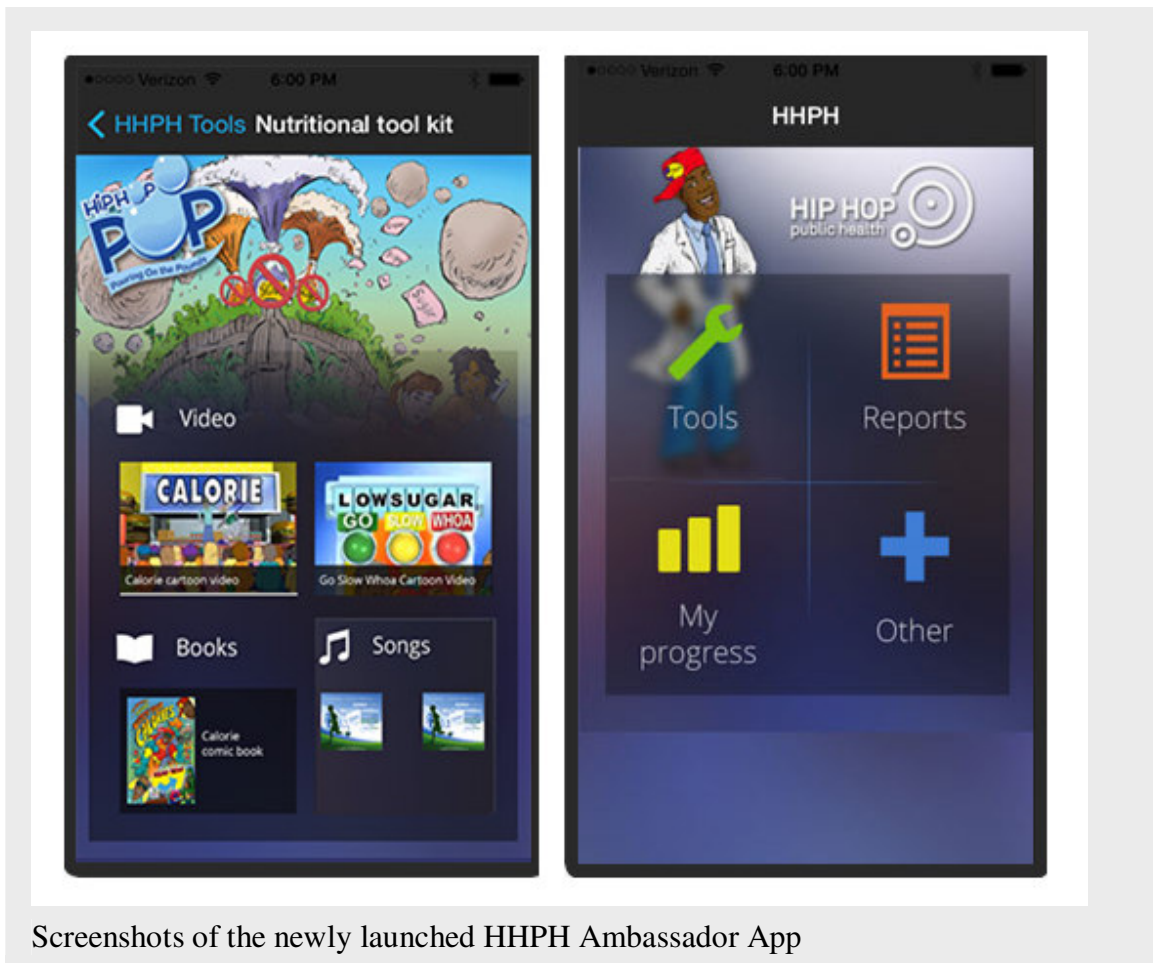


HHPH Announces Strategic Partnership with ACSM, Launches App



Screenshots of the newly launched HHPH Ambassador App

Hip Hop Public Health and America College of Sports Medicine Announce Strategic Partnership to Advance Health Literacy and Behaviors among At-Risk Communities

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INDIANAPOLIS – Children Hip-hopping their way to better health. That's the shared goal of a new strategic partnership announced today by Hip Hop Public Health (HHPH) and the American College of Sports Medicine (ACSM) at the ACSM Annual meeting in Orlando, Florida. The announcement was made during a presentation and exhibition by HHPH Founder and President Dr. Olajide "Hip Hop MD" Williams and legendary Hip Hop artist Doug E. Fresh.

"I'm incredibly excited about joining with ACSM to expand our efforts in the United States and launch HHPH as a global health initiative," said Williams, Chief of Staff of Neurology and Associate Professor at Columbia University. "We've already made huge inroads, but leveraging the resources and influence of the largest sports medicine and

exercise science organization in the world will extend our reach far beyond current boundaries.”

With a mission to end health illiteracy through entertainment-based interventions, HHPH uses a number of research-based, innovative approaches to help stem the tide of poor nutrition and physical inactivity within at-risk communities.

“It is a privilege for ACSM to partner with what we feel is a leading-edge organization with a creative approach that is unprecedented,” said William Dexter, M.D., president of ACSM. “We admire and respect HHPH’s passion for positively influencing the health of children and families, and our common vision makes this an ideal partnership.”

The two organizations will work together to drive four strategies. Strategy one will develop HHPH ambassadors through ACSM’s 12 regional chapters and extensive multi-organizational networks. The second strategy will design a plan of action to make Hip Hop Public Health a priority and platform for national health and fitness initiatives and organizations. Strategy three is to apply a social movement strategy for that will infuse HHPH principles and elements into the health promotion efforts of other organizations. Finally, strategy four will launch HHPH as a global health initiative.

“We have an ambitious vision for working together to advance education and practice in regard to health, fitness and nutrition,” said Williams. “I can’t wait to get started and look forward to a long-standing relationship with the premier sports medicine and exercise science organization.”

In addition to the partnership, HHPH also announced the availability of its free new Hip Hop Public Health app. This HHPH Ambassador mobile application provides Ambassadors with tools and resources to promote HHPH within their communities including accessing educational materials such as PowerPoint programming, multimedia (e.g. videos, music, cartoons, etc.), “elevator pitch,” facts on why this program is important, and FAQ’s. Ambassadors can even record their experiences within the App and share them through social networking sites such as Facebook, Twitter, & Instagram just to name a few, which also helps to promote the message. Another important component of the App is that it enables Ambassadors to track points and rewards they earn for reaching certain milestones. “We are huge fans of Dr. Williams and are excited about having the opportunity to develop this innovative tool for public health care,” Michelle Fisher, CEO, Blaze Mobile.

Drew Nannis, chief marketing officer of the [Partnership for a Healthier America](#) (PHA), which works with the private sector and PHA Honorary Chair First Lady Michelle Obama to end the childhood obesity crisis and whose Play Streets program served as a model for one of the toolkits on the App, said, “As a long-time collaborator of HHPH’s, PHA is pleased to see HHPH partner with ACSM, especially given the two organizations’ combined records of success. Leveraging entertainment and combining it with research should bring about even more positive results, adding to the roster of successes ACSM and HHPH have already enjoyed.”

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About HHPH

Hip Hop Public Health (HHPH) was founded by Dr. Olajide Williams, Associate Professor and Chief of Staff of Neurology at Columbia University, in response to the need he saw for innovative and culturally-tailored health literacy programs in high-risk communities. Its goal: to combat the problem of poor nutrition and lack of exercise among inner-city school children and their families. Through school-based health literacy programs and educational multimedia, including cartoons, music, video games, comic books, and live music videos, Hip Hop Public Health uses hip hop music and dance to empower children between the ages 8 and 12 to make healthier choices. For more information about HHPH, please visit www.hhph.org, follow us on [Twitter](https://twitter.com/hhphorg)@hhphorg or join us on [Facebook](https://facebook.com/hhphorg).

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About Blaze Mobile

Blaze Mobile develops innovative mobile commerce, health care, and advertising solutions that enable secure, convenient, cost-effective transactions and promotions from the mobile device. For more information, please visit www.blazemobile.com.

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