Since my brother Marc and I started the Gasol Foundation, our mission has remained the same - to eradicate childhood obesity and empower children and families through the promotion of healthy habits. Childhood obesity is one of the most serious health challenges facing children today and has only been exacerbated by the current pandemic.

Once again, this year came with its own unique set of challenges. These are unprecedented times in the world as we continue to navigate through the COVID-19 pandemic. Nonetheless, our team has been hard at work over the past several months to identify even greater ways to support more children and families in Los Angeles and around the world. This previous year has solidified Gasol Foundation as an innovative, adaptable, and determined team, and has shown that, indeed, we are stronger together. We can be proud of the groundwork in 2021, as well as look forward to what lies ahead.

Gasol Foundation serves as a thought leader and a catalyst for change in advancing childhood obesity - but we cannot accomplish our goals alone. We are calling on all our individuals, donors, partners, and anyone reading this report, to act now. Please support our mission to eradicate childhood obesity and help create opportunities for children to experience a better quality of life. Together we can stop this global pandemic and give all children a chance to live healthier and happier.
The Gasol Foundation was founded in 2013 by NBA Champion brothers Pau and Marc Gasol. The Foundation is actively working throughout the U.S. and Spain, and is led by a passionate team of athletes, professionals and leaders who recognize that, without health, we have nothing. Yet, together, we have everything we need to solve the childhood obesity crisis.

We focus our efforts on Zero Childhood Obesity prevention strategies, whereby we arm the next generation with the tools to maintain and scale the change we are creating today and prevent them from becoming obese adults in the future.

Through research we’ve identified four main determinants of childhood obesity: Sports and Physical Activity, Healthy Eating, Sleep, and Emotional Well-being. In an effort to make this information relatable and accessible to kids, we created the Healthy Galaxy Model and turned our insights into fun, interactive content, with each of the four determinants depicted by a planet.
By tackling the complex issue of childhood obesity, we are not only building a world where all children enter adulthood physically and mentally equipped to thrive, we are also indirectly addressing some of the largest societal, economic and health issues of our time. We employ a holistic, multi-sectoral and coordinated approach across our three key focus areas: Research, Programmatic Work and Advocacy.

3 KEY FOCUS AREAS

RESEARCH
Research guides our methodology and informs our programmatic work. Gasol Foundation conducts extensive research on a national and international scale, taking great measures to design individualized, impactful approaches in each country, city, community and household. It is through research that we’ve identified four main determinants of childhood obesity: sports and physical activity, healthy eating, sleep, and emotional well-being.

PROGRAMMATIC WORK
While our global research and transcontinental presence helps us scale resources and tools for change, it is our holistic, on-the-ground community programs that cement sustainable lifestyle changes and improve the overall health for children and families. Our programs promote key values for children and families by increasing attitudes, knowledge, skills and self-efficacy pertaining to the four topic areas of sports and physical activity, healthy eating, sleep, and emotional wellbeing.

AWARENESS & ADVOCACY
We translate our research into actionable insights and utilize our platform to help sound the alarm on childhood obesity. Employing high-impact movement-building strategies, we educate, inspire and mobilize local communities to become advocates for change and invite them to join us as we drive awareness and advance policy on a city, state and national level.
GASOL FOUNDATION 2020-2021 FISCAL YEAR

88,871 CHILDREN AND ADULTS have participated in our HEALTHY programs and activities in the US.

17,519 PARTICIPANTS reached globally through our RESEARCH.

12 COMMUNITY LOCATIONS

33,600,919 INDIVIDUALS reached impacted globally by our ADVOCACY and AWARENESS campaigns.

4 PROGRAMS IMPLEMENTED
GASOL FOUNDATION PROGRAMS

VIDA! Health and Wellness is a community-based program that aims to reduce the risk of childhood obesity by promoting healthy habits related to physical activity, healthy eating, sleep, and emotional well-being. Due to the COVID-19 pandemic, this program is now offered virtually as a resource for participants to learn the tools necessary to live a healthy lifestyle. This virtual program is offered once a month for families who reside in the areas of Boyle Heights, South LA, and Watts Los Angeles.

ENERGY Healthy Summer Camps is a healthy lifestyle program for children ages 6-12 that provides a safe and enriching environment for campers to participate in developmentally appropriate activities and learning experiences. ENERGYP campers have fun while learning about the Healthy Galaxy, building self-esteem and developing social skills through new activities. The ENERGY program complements the summer day-camps curriculum at urban branches of the YMCA of Metropolitan Los Angeles.

Galactic Sports is a program that introduces healthy habits to children ages 6-12. Galactic Sports uses sports and physical activity to promote appropriate development, healthy lifestyles and fundamental values to at-risk children. It is currently offered at the Los Angeles Boys & Girls Club in Lincoln Heights and is carried out on a weekly basis throughout the school year with children attending the after-school activities. The program consists of 4 program cycles, each lasting 6 weeks and each focusing on a different sport.

“This past year has shown us the tremendous power of digital engagement. The transition from in-person to virtual learning demonstrated that no matter where our families are, there are always opportunities for connection. Our virtual programming has thrived thanks to enhanced accessibility, greater transparency, and flexibility. We have had the opportunity to expand our reach and empower even more children and families, while simultaneously obtaining record numbers of participation and engagement.”

Lidia Estrada, Program Manager
Our observational studies, such as PASOS or SantBoiSà, allow us to collect evidence on the childhood obesity pandemic and associated variables. On the other hand, our interventions allow us to understand the impact our actions have from a methodology standpoint.

Thanks to the participation of thousands of children and families, we have collected a multitude of data and scientific knowledge. In addition, we have published a total of 7 scientific articles in top level journals generated through other relevant studies in the field.

**RESEARCH**

**SCIENTIFIC PAPERS PUBLISHED**

- **23/09/2020**
  - PASOS Study Protocol
  - BMJ - British Medical Journal Open

- **07/11/2020**
  - Height and BMI trajectories
  - Lancet

- **16/02/2021**
  - Screen time, diet quality, maternal education
  - Journal of Clinical Medicine

- **09/03/2021**
  - Heterogeneous contributions to change in obesity and underweight
  - eLife

- **18/05/2020**
  - Study protocol FIVALIN
  - BMC Pediatrics

- **23/05/2021**
  - Prospective associations between Maternal and Child Diet Quality and Sedentary
  - Nutrients

- **17/06/2021**
  - Validity, reliability and calibration of the physical activity unit 7 item screener (PAU-7S) at population scale
  - BMC Medicine, International Journal of Behavioral Nutrition and Physical Activity
NEW GASOL FOUNDATION WEBSITE

On August 19th, we launched our newly designed Gasol Foundation website. Our site is now easier to navigate, faster, and more intuitive with the best services. Some additional new features include updated and modern design, helpful resources, clear calls to action, new donor programs and opportunities, and fresh content about our programs and initiatives.

Gasol Foundation leverages our website by creating original content. As leaders in wellness programming, we share information within our areas of expertise, therefore raising awareness about our mission and brand.

- Website views: over 30,000
- Increased monthly newsletter opt-ins

SOCIAL MEDIA

Posts with the most impressions:

Between April 2020 and March 2021, Gasol Foundation partnered with WoodCraft Rangers’ BIRCH program. In total, BIRCH reached more than 7,000 users and sent more than 1,300,000 healthy text messages to families in the greater Los Angeles area.

- 23 weeks of operation
- 96 pages created
- 9,705 total visits
- 808 average visits per month

“Gasol Foundation works to ensure our zero childhood obesity messaging reaches the right people in the right ways. We utilize multichannel marketing strategies, partnerships with local organizations, and social media and awareness campaigns to highlight our childhood obesity efforts, grow our audience, and create a stronger base of support to drive our foundation’s mission forward.”

Melanise Chapman, Marketing & Communications
AWARENESS AND ADVOCACY: CAMPAIGNS AND EVENTS

ROAD TO TOKYO
Our global virtual race, Road to Tokyo, was held in May 2021. Road to Tokyo challenged participants to join Team USA or Team Spain and help their team get to Tokyo through completing physical activities. People from all over the globe joined in order to raise awareness on childhood obesity and promote healthy lifestyles. Road to Tokyo offered a fun, interactive, and safe opportunity to participate in physical activity as a family and enabled children and adults to experience their own personal journey through weekly health tips, fitness goals, and personal records. All funds raised from Road to Tokyo went towards Gasol Foundation programs benefiting children and their families in underserved communities.

HEALTHY KIDS WEEK EVENT
In May 2021, we collaborated with the Los Angeles Sparks and the YMCA of Metropolitan Los Angeles at the Anderson Munger Family YMCA for their Healthy Kids Week initiative. We distributed over 300 Healthy Kids Kits to children.

NATIONAL HISPANIC MEDICAL ASSOCIATION CONFERENCE
Gasol Foundation was honored to be invited to present at the 24th Annual National Hispanic Medical Association Conference in April 2021. Health experts and professionals from across the country were in attendance. Our scientific poster presentation titled, “An Obesity Prevention Intervention for Latino Families” highlighted the results of the VIDA! Health and Wellness evaluation and our adaptation to virtual programming due to the COVID-19 pandemic. We received an award and special recognition from NHMA conference organizers for an outstanding poster based on value to the profession, informational content, design, and presentation.

GASOL FOUNDATION AND WORLD OBESITY FEDERATION
In March 2021, Gasol Foundation was named the newest member of the World Obesity Federation. Today, we continue to work with the WOF members and partners to achieve global obesity-related targets, including halting the rise of obesity and shaping the global narrative. Together, we can accomplish a variety of shared goals related to research, health promotion and advocacy.

GROCERY AND KIDS ACTIVITY KITS EVENT
We teamed up with ALMA Backyard Farms in February 2021 to distribute Grocery and Kids Activity Kits to children and families in Compton. This distribution event was in partnership with ALMA, Yetunde Price Resource Center, the Lakers Youth Foundation, and LA 84 Foundation. Grocery kits and Gasol Foundation kids kits included fresh produce, pantry staples, coloring books, art supplies, Lakers’ mini hoops and rally towels, soccer balls, and healthy snacks. Thanks to each of these organizations, we were able to provide over 700 activity kits for kids to stay healthy and active at home.

VISIÓN Y COMPROMISO CONFERENCE
In September 2020, we participated in the Visión y Compromiso Conference. This 3-day Spanish conference was free to attend and held virtually. Gasol Foundation presented an “A Healthy Journey to Prevent Childhood Obesity and Chronic Diseases” workshop, which focused on exploring the obesity pandemic and discussing preventative measures.

Gasol Foundation and World Obesity Federation
THANK YOU TO ALL OUR SPONSORS AND PARTNERS

Our sponsors and program partners envision a world where all children have an opportunity to grow up healthy, just as we do. Together, we will continue to empower children and advocate for their welfare.
ZERO CHILDHOOD OBESITY

SPORTS AND PHYSICAL ACTIVITY

HEALTHY EATING

SLEEP

EMOTIONAL WELL-BEING

To learn more about our Zero Childhood Obesity work visit our website!

WWW.GASOLFOUNDATION.ORG

For any inquiries, please contact info@gasolfoundation.org

@GASOLFOUNDATION