

Our Mission:

We are a for impact organization with a mission to—

- Educate children about the smoking, fitness and nutrition decisions they can make to lead a healthier life
- Raise a healthier generation of children with a significantly lower risk of cancer and diseases of excess

Our Story:

In 2002, upon learning that there was very little work being done in the field of cancer prevention for children, Rob Emrich founded The Keren Emrich Foundation in memory of his sister. Emrich sold his car and stocks to fund the fledgling organization and enlisted the help of his high school and college friend Matt Youngner, who would serve as the organization's first Executive Director. The foundation led to Road of Life - Cancer Prevention for Kids.

In a short amount of time, Road of Life's comprehensive cancer prevention curriculum has made a big impact on children in the Columbus, Ohio, area. The curriculum was piloted in the Columbus Public Schools just one year after Road of Life's inception, and in 2005, Road of Life partnered with mentoring organization City Year Columbus to deliver its health lessons during City Year's after-school programs. The results were as follows: students were 26% more likely to know that smoking makes it more difficult to excel at exercise and sports and 40% more likely to report eating fruits and vegetables each day.

The Road of Life health education curriculum is currently being used in 17 classrooms around Ohio.