

We Can!® Corporate Collaborations

We Can! is proud to collaborate with the following 14 corporations who are spreading the word about our program from North to South, and East to West. These partners in the private sector have helped increase program brand recognition, reach at-risk populations, and provide tangible support for community mobilization efforts nationally through an array of activities. Details on those activities can be found at <http://wecan.nhlbi.nih.gov/>.

Corporate Partners

Black Entertainment
Television Foundation
Big Green Company
Ceridian
Delaware Physicians Care, Inc.
FlagHouse, Inc.
H.J. Heinz
Health Monitor Network
Host Hotels and Resorts, Inc
Nestle Waters North America
ODS Health Plan Inc.
SPARK
SUBWAY® restaurants
Univision Communications, Inc.
UPMC Health Plan



Participating Corporations

Alltel Corporation
Delphi Corporation
Mutual of Omaha Companies
Wal-Mart Stores, Inc.



Corporate Partner Highlights

SPARK

Partner Since: March 2010



Increasing physical activity—it's one of **We Can!**'s three critical behaviors for helping keep the whole family at a healthy weight. It's also the primary focus of new partner SPARK—a research-based, public health organization dedicated to creating, implementing, and evaluating programs that promote lifelong wellness. SPARK formalized its link with **We Can!** in March 2010, making it our 45th partner.

"We're particularly pleased to have SPARK join our distinguished group of partners because its programs are rooted in research funded by the National Institutes of Health," said Karen Donato, **We Can!** Program Coordinator. "The original SPARK study began examining the importance of elementary physical activity in 1989, and was supported by the National Heart, Lung, and Blood Institute, in conjunction with San Diego State University."

The breadth of SPARK's research activities and programming has grown steadily over the past two decades. The Centers for Disease Control and Prevention has identified it as a national model for programs designed to increase physical activity and overcome childhood weight challenges.

Now, as a **We Can!** partner, SPARK will introduce its programs at **We Can!** Regional Trainings, and make SPARK materials available at a discount for **We Can!** community sites through School Specialty, the educational resources company that disseminates SPARK. If you are interested in running SPARK, consider ordering the following programs that are relevant to the **We Can!** target age group:

- Physical Education (K-12)
- After School (Ages 5-14)

In addition, SPARK provides a number of free resources to **We Can!** community sites, including webinar series, monthly eNewsletters, blogs, grant resources, guidance on standards alignment, publications, and more. Visit www.sparkpe.org/resources for more details.

SUBWAY

Partner Since: November 2008



SUBWAY® restaurants isn't just a **We Can!** partner on the national level. Now, local SUBWAY® franchise owners are also getting into the mix.

The owner of five northwest Georgia SUBWAY® restaurants has stepped up to provide healthy snacks for the rest of the year, for children participating in youth-oriented **We Can!** programs through the North Georgia Health Care Center (NGHCC), a new **We Can!** site.

But that's not all. Thanks to a recent, SUBWAY-funded **We Can!** regional training in Atlanta, NGHCC's Program Director Sharron Mitchell has even more ideas for future programs.

"I heard the [**We Can!**] representative from Roswell talk about what they were doing with their city—they had done a 'Lunch and Learn about **We Can!**'—that made me think that we could do something similar here in Ringgold," said Mitchell.

Reenergized by what she heard, Mitchell scheduled a meeting with the Ringgold Mayor, who was familiar with the program from helping launch Ringgold's **We Can!** activities with an official proclamation and event that garnered media coverage, in January 2010.

Using **We Can!**, the center offered a week-long class for children that included a field trip to a local SUBWAY® restaurant, where the children took a tour, ordered off the FRESH FIT FOR KIDS™ menu, and talked about ingredients and the nutritional composition of their meals. Later that week, the children created posters to promote **We Can!** at a local health fair.

► Become a **We Can!** partner. Visit <http://wecan.nhlbi.nih.gov/>.

