



# we can! partners

Ways to Enhance Children's Activity & Nutrition

## We Can! Partners in Action

**We Can!**® partnerships with government and other non-profit entities are going strong with 34 partners as of November 2010. Our partners create greater awareness of **We Can!** by spreading news of our fast-growing movement coast to coast through their extensive networks, educating others about our success. For more information visit <http://wecan.nhlbi.nih.gov/>.

### Current Partners

American Academy of Family Physicians  
 American Academy of Pediatrics  
 American College of Sports Medicine  
 American Dietetic Association  
 American Public Health Association  
 Association of Children's Museums  
 Association of State and Territorial Public Health Nutrition Directors  
 Black Entertainment Television Foundation  
 CATCH (Coordinated Approach to Child Health) Kids Club  
 CDC Division of Adolescent and School Health (DASH)  
 Cherokee Nation  
 Children's National Medical Center  
 Children's Museum of Manhattan  
 Delaware Physician's Care, Inc.  
 Department of the Interior (DOI) – U.S. Fish and Wildlife Service (FWS) and National Park Service (NPS)  
 Health Resources and Services Administration  
 Indian Health Service  
 NAASO, The Obesity Society  
 National Association of Chronic Disease Directors  
 National Association of County and City Health Officials  
 National Association of School Nurses  
 National Black Nurses Association  
 National Health Museum  
 National Hispanic Medical Association  
 National Initiative for Children's Healthcare Quality  
 National Latina Health Network  
 National Wildlife Federation  
 Nemours Health and Prevention Services  
 ODS Health Plan  
 Office of Women's Health, HHS, BodyWorks Program  
 President's Council on Fitness, Sports, and Nutrition  
 SPARK  
 SUBWAY® Restaurants  
 UPMC Health Plan  
 UNIVISION



# National Partners and Supporting Organizations Highlights

## U.S. Fish and Wildlife Service

Partner Since: May 2008



Even in the winter months, the opportunities for outdoor activities are plentiful. And if you're looking for someone who embodies the spirit of the outdoors—and places a strong emphasis on the importance of outdoor activity for both physical and emotional health—look no further than **We Can!** partner U.S. Fish and Wildlife Service (FWS), of the U.S. Department of the Interior.

“Nature plays a huge role in getting us up and moving, helping to curb childhood obesity and a whole host of related health issues such as diabetes and ADHD,” said Amanda Patrick, Environmental Education/Outreach Specialist and **We Can!** leader at FWS’s Wolf Creek National Fish Hatchery in Jamestown, Kentucky.

And the FWS is using **We Can!** as part of their efforts to get kids to head outside.

This spring, the hatchery and the University of Kentucky Cooperative Extension Service’s Russell County Office, both members of the Russell County Community Health Coalition, formed a partnership to plan and implement a **We Can!** Parent Program for the local area. The Community Health Coalition’s activities present lots of great opportunities to disseminate **We Can!** messages and materials. “We add in new programs and endeavors all the time, and **We Can!** continues to be an amazing part of the overall picture,” explained Patrick.

Wolf Creek plans to include **We Can!** activities in other upcoming events supported by the Coalition, including the October Second Sunday event, which focuses on promoting physical activity within the local community and encouraging people to step away from the screen and get moving, and the Coalition-hosted 5K race scheduled for November.

“In order to succeed in what we do, people need to feel empowered, healthy, and connected to the outdoors, and **We Can!** is part of that solution,” said Patrick.

## UPMC Health Plan

Partner Since: September 2008

The weather may be getting cooler, but **We Can!** activities are still hot as can be in Pittsburgh, where **We Can!** corporate partner UPMC Health Plan is keeping the flame burning with a variety of activities.

UPMC Health Plan supports Parent Program classes run by the Jewish Community Center of Pittsburgh (JCC) by providing funding and in-kind support for marketing and communication efforts, including the development and distribution of a postcard that was sent to a group of UPMC Health Plan members.

But that’s not all. In the warm-up to summer, UPMC Health Plan hosted a **We Can!** training in Pittsburgh in April. It helped jump-start interest in the **We Can!** program and create an opportunity for sites and other interested stakeholders to share resources and lessons learned. “We were very pleased with the participation at the training event,” said Michael Culyba, MD, Vice President of Medical Affairs at UPMC Health Plan, “and it was a great opportunity to reinforce awareness of good nutrition, the value of increased physical activity, and decreased screen time.” It was a success, drawing approximately 100 attendees from both in and out of state.

Then, in May, the project director from a UPMC Health Plan-supported program in nearby Armstrong County—HEALTHY Armstrong—presented the program’s successes and challenges at a **We Can!** strategy workshop that UPMC Health Plan representatives also attended, sharing ideas for growing **We Can!** with fellow participants.

News of UPMC Health Plan’s **We Can!** activities has been burning up the airwaves as well. In May, a Pittsburgh woman who had participated in the JCC’s **We Can!** program with her kids was interviewed by Pittsburgh’s ABC television affiliate and mentioned how **We Can!**’s Go, Slow, Whoa chart helped improve her family’s food choices. You can read the full story at <http://www.thepittsburghchannel.com/health/23522010/detail.html> (scroll down for the information about **We Can!**). It included a link to the **We Can!** Pittsburgh web page, <http://www.upmchealthplan.com/about/wecan.html>, and there were more than 1,000 hits on this site through the article’s web link. In fact, there has been a steady increase in visitors to the web pages this year: 224,500 visitors and counting!



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National Heart, Lung, and Blood Institute  
National Institute of Diabetes and Digestive and Kidney Diseases

Eunice Kennedy Shriver National Institute of Child Health and Human Development  
National Cancer Institute