

## **We Can!® Corporate Collaborations**

**We Can!** is proud to collaborate with the following 13 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 Water North America  
ODS Health Plan Inc.  
SUBWAY® restaurants  
UPMC Health Plan  
Univision Communications, Inc.



### **Participating Corporations**

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



## Corporate Partner Highlights

### UPMC Health Plan

Partner Since: September 2008

UPMC HEALTH PLAN  
Where you belong.

In a can't-miss play for the new year, two Pittsburgh-based **We Can!** supporters—UPMC Health Plan and the Jewish Community Center of Greater Pittsburgh—have teamed up to spread the word about **We Can!** to underserved populations in the home of the Steelers.

UPMC Health Plan is a valuable player for **We Can!**, having joined the movement in 2007 and immediately kicked off its programming by forming alliances with the Children's Museum of Pittsburgh and the Children's Hospital of Pittsburgh. One of the trio's biggest hits was partnering with Armstrong County to help establish it as Pennsylvania's first **We Can!** County, and to help introduce **We Can!** curricula into the county's school system.

The Jewish Community Center (JCC) joined the **We Can!** team as a community site in June 2008, and is already proving itself to be a valuable team player. Together, the center and UPMC Health Plan have created and will distribute postcards advertising their **We Can!** classes on the **We Can!** Energize Our Families program at the center to local doctors' offices and other community leaders.

"There is a lot of public interest from community members in using the Jewish Community Center," said Michael Culyba, MD, Vice President, Medical Affairs for UPMC Health Plan. "And we hope that the community takes advantage of its **We Can!** offerings."

In addition to teaming up with the JCC, UPMC Health Plan has other key plays lined up in its 2010 playbook.

It will be hosting a **We Can!** regional training in Pittsburgh on April 27 and 28. The training is open to all, and organizers hope to draw **We Can!** "fans" from Pennsylvania, as well as other states, including New Jersey, New York, West Virginia, and Ohio. To find out more about this and other **We Can!** Regional Trainings, please visit [www.wecantrainings.org](http://www.wecantrainings.org).

### FlagHouse, Inc.

Partner Since: November 2009



**We Can!** has a new partner on board—one that is helping youth engage in physical activity and healthy lifestyles. To launch the new partnership in the new year, FlagHouse Inc.—which provides physical education equipment and resources for health and special education, sports and recreation, sensory integration, and special needs—will promote **We Can!** through stories in the CATCH catalog; the monthly CATCH eNewsletter; and the program's annual report.

If you haven't heard of CATCH® (Coordinated Approach to Child Health) then you need to visit the resources page of the **We Can!** Web site, and take a closer look at CATCH® Kids Club (CKC), one of three youth curricula included in **We Can!**'s programming. It's part of CATCH, a nationwide program for schools that supports the adoption of healthy behaviors. In a CATCH school, students are immersed in an environment that supports and encourages a healthy lifestyle. In fact, a school-based health promotion study supported by the NHLBI showed that CATCH not only helped children eat more nutritiously and be more physically active in school physical education classes; it also played a role in reducing the fat content of school lunches.

Now, the national CATCH program is highlighting its commitment to building a healthier community with **We Can!** on its Web site. Take a look by cutting and pasting this link into your browser: <http://www.catchinfo.org>.

Additionally, FlagHouse has agreed to profile our program in some of its other catalogs and at some 50 trade shows that the company plans to attend in 2010. The company also recently posted a **We Can!** article on eating healthy during the holidays.

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

