



Pittsburgh launches plan to deal with childhood obesity

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Pittsburgh is among eight cities that were scheduled Thursday to simultaneously launch We Can! programs, which is an educational National Institutes of Health initiative that addresses obesity in children.

Locally, UPMC Health Plan is teaming with the City of Pittsburgh, Children's Hospital and other sponsors to develop programs focused on healthy eating and active lifestyles for youth, the Uptown-based insurer announced in a prepared statement. The other sponsors are Children's Community Pediatrics, Children's Museum and the H.J. Heinz Co.

Pittsburgh is the fifth We Can! city and the NIH is providing technical assistance with program planning and implementation, Dr. Susan Shurin, deputy director of the National Heart, Lung and Blood Institute said in a prepared release. More than 450 community sites in 44 states have committed to use We Can! materials to organize fitness classes and events.