



Text Size: S M L

- Public
- Health Professionals
- Networks
- Funding & Research
- Clinical Trials
- Training & Careers
- Researchers
- Educational Campaigns**
- News & Events
- About NHLBI
- Contact Us

Home » News and Events » News Archive



CONTACT **WE CAN!** [Español](#)

Stay in the loop with the **We Can!** eNewsletter. [Sign up today.](#)

Are you planning a **We Can!** event? [Tell us about it](#) so we can add it to the [calendar](#).

- Home
- About **We Can!**[®]
- Healthy Weight Basics
- Eat Right
- Get Active
- Reduce Screen Time
- In Your Community
- Partner with Us
- For Health Professionals
- Tools and Resources
- News and Events**

We Can![®] Partner Gets A+ from Nation's Top Public Relations Group

Posted December 16, 2010

You've probably heard the phrase "A to Z" used in reference to something that is all inclusive.

Well, when it came to a recent marketing campaign by long-standing **We Can!** partner UPMC Health Plan (Pittsburgh, PA), not only did UPMC Health Plan have A to Z covered, it went all out from A to A (April to August, 2010), and received an A+ for its efforts from a key public relations group.

"Great news: UPMC Health Plan has been awarded the Public Relations Society of America (PRSA) East Central District Diamond Award in the Public Service Category, for its **We Can!** Pittsburgh public awareness campaign that focused on building awareness for the initiative in the Western Pennsylvania region," reported Jeff Nelson, Vice President Marketing & Communications for UPMC Health Plan.

The five-month campaign began in April with a well-attended **We Can!** regional training—hosted by UPMC Health Plan in Pittsburgh—and also included the development of the following array of marketing materials and media communications to promote **We Can!**—related events and activities through August:

- Media Newsroom
- News Archive
- eNewsletters
- Calendar



A suite of campaign-specific and promotional materials for the **We Can!** Pittsburgh regional training and other events, including save-the-date and informational fliers and e-blasts, an e-invitation, reminder e-mail blasts, a press release, a provider-newsletter article, and event signage.

Campaign-specific updates to UPMC Health Plan's **We Can!** Pittsburgh Web site.

E-mail blasts and distribution of a marketing flier/poster, on behalf of the Children's Museum of Pittsburgh's **We Can!** summer events.

A joint UPMC Health Plan/Jewish Community Center of Greater Pittsburgh (JCC) video called "Break Time," as a submission to **We Can!**'s first video contest. The video can still be viewed on the [We Can! Facebook page](#) and the JCC and UPMC Health Plan Web sites. E-blasts were developed to solicit votes for the video.

Healthy recipes for the H.J. Heinz Company's summer employee picnic, developed by Heinz.

News stories promoting the **We Can!** Pittsburgh initiative in local and national media outlets, including: Western Pennsylvania Guide to Good Health, Pittsburgh Post-Gazette, The Pittsburgh Channel, and the **We Can!** eNewsletter.

UPMC Health Plan became a **We Can!** partner in 2007, and subsequently created **We Can!** Pittsburgh, a **We Can! City/County** that partners with several Pittsburgh-area organizations—the Children's Museum of Pittsburgh, Children's Hospital of Pittsburgh (part of UPMC), Children's Community Pediatrics, the City of Pittsburgh, H.J. Heinz Company, and the JCC—to run the program.

Can! is a collaboration between the National Heart, Lung, and Blood Institute, the National Institute of Diabetes and Digestive and Kidney Diseases, the Eunice Kennedy Shriver National Institute of Child Health and Human Development, and the National Cancer Institute.

We Can! Ways to Enhance Children's Activity & Nutrition, We Can!, and the *We Can!* logos are registered [trademarks](#) of the U.S. Department of Health & Human Services (DHHS).

WeWe Can! News

The Empire State Scales New Heights to Serve Up We Can! Fun

Josy Delaney travels to events throughout her community with the typical materials: a folder of **We Can!** handouts, display boards, and an enthusiastic attitude. However, her most essential, and popular, event item is not so common.

[View all News »](#)

Community Spotlight

We Can! Video Contest

The votes are in and the public has spoken! Community sites and partners across the country got creative with their videos and showed how to make behavior change fun and engaging. Learn more about the contest and watch the winning video on our [Video Contest](#) page.

Did you know?

We Can! recognizes that health professionals play a big role in teaching parents and families what's healthy. [Learn more about our work with this important group, and how they can help your family eat right, move more and limit screen time.](#)

[HOME](#) | [SEARCH](#) | [ACCESSIBILITY](#) | [SITE INDEX](#) | [OTHER SITES](#) | [PRIVACY STATEMENT](#) | [FOIA](#) | [CONTACT US](#)



National Heart, Lung, and Blood Institute



National Institutes of Health



Department of Health and Human Services