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We Can!® Partner Extends Summer Heat Wave Into Fall

Posted October 5, 2010

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.

Earlier this year we told you how UPMC Health Plan had partnered with the Jewish Community Center of Pittsburgh (JCC). That partnership has been on fire all summer, and is blazing forward into the fall. The two groups are working on a third installment of the hugely popular *Energize Our Families: Parent Program* classes for October.

"The **We Can!** *Energize Our Families* program is a great way to help families learn about a healthy lifestyle while they have fun," says Marsha Mullen, Assistant Fitness Director and **We Can!** Program Administrator for the JCC. "My goal is to help everyone—parents and children—get on the path to lifelong fitness."

UPMC Health Plan supports the classes 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.

The organizations also recently collaborated on a highly creative, old-fashioned, black and white, silent-film style video which they submitted to **We Can!**'s first video contest. UPMC Health Plan developed the script, and provided staff time and video equipment. JCC hosted the video shoot at one of its summer camp sessions with youth ages 8–13. You can see UPMC's video and all the other submissions at www.facebook.com/nihwecan.

"Our collaboration with the JCC on the **We Can!** video is a good example of the relationships we have with our **We Can!** Pittsburgh partner organizations," says Michael Culyba, MD, Vice President of Medical Affairs at UPMC Health Plan. "Good relationships with community organizations are essential for effective **We Can!** programming."

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 Dr. Culyba, "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.

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We Can! News

Media Coverage in 2010 Equals Millions of Americans Getting a Taste of We Can!

133 million—That's how many people potentially read or heard about our program this spring alone. Find out how, why, and whether the trend is expected to continue.

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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](#)



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.

Other **We Can!** Pittsburgh partner organizations have held **We Can!**-related activities this summer. The Children's Museum of Pittsburgh held multiple events focusing on such activities as fencing, golf, and hula hooping. The museum's big summer event, Game On!, featured an afternoon of timeless, active games that some children may never have played—but their parents or grandparents remember—such as sack races, water balloon toss, hopscotch, and relays. H. J. Heinz, another **We Can!** corporate partner and supporter of **We Can!** Pittsburgh, offered healthy recipes to their employees and spread the word about the **We Can!** program at its summer employee picnic in July. These recipes were also included in delivery bags at Right by Nature, a local Pittsburgh health food store, and Good Apples, an e-commerce grocery that delivers fresh foods to local workplaces.

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!

UPMC Health Plan and one of two **We Can!** City/County programs it supports—**We Can! Pittsburgh**—were also recently featured in a regional magazine, Western Pennsylvania Guide to Good Health.

What does the future hold?

UPMC Health Plan is preparing to work with the H.J. Heinz Company to conduct even more **We Can!** programming in the metro area, and has plans to extend **We Can!** programming to central Pennsylvania Latinos. UPMC Health Plan is currently gathering advice from other **We Can!** sites about how to tailor programming to Spanish-speaking individuals. The Children's Hospital of Pittsburgh of UPMC is gearing up to have some programming activities this fall at select satellite offices to help parents learn easy, fun, and practical ways for their kids and family to live healthy. They also plan to hold a fall health fair for inpatient children, their families, and all staff that will feature **We Can!** materials and other health and wellness information.

With all that's on tap, it looks like Pittsburgh and central Pennsylvania may be in store for a fun, **We Can!**-filled fall!

We group, and how they can help your family eat right, move more and limit screen time.

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).

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