



**FOR IMMEDIATE RELEASE**  
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***Health eTools for Schools Use is Catching On, Helping Students  
Across Central Pennsylvania***

Local school districts are making a difference in our community. More than 50 districts across the state have signed up for Highmark Healthy High 5 Health eTools for Schools. These districts are committed to improving the health and well-being of their students – including districts located in Central Pennsylvania.

Highmark Healthy High 5, an initiative of Highmark Foundation, has offered this unique program to Pennsylvania public school districts in their 49-county service area to promote student wellness and help combat childhood obesity—with the ultimate goal of creating productive, healthy learners with reduced future health risks.

Developed in collaboration with the Highmark Foundation and marketed by InnerLink, Inc. of Lancaster, Pennsylvania, Health eTools for Schools enables best-practice approaches to promoting wellness and combating childhood obesity. Recognizing the scarcity of resources available to schools to accomplish unfunded mandates and a critical need to reduce health risks among children, Highmark Foundation is providing a Subsidy Program so that school districts can access Health eTools at no cost until September, 2009. The subsidy is awarded on a first come, first served basis, and the goal is to reach a student enrollment of approximately 400,000 at the end of the three years.

“The Highmark Foundation recognizes that state mandates to improve school nutrition and create policies to prevent childhood obesity exert pressure on schools and require additional resources,” said Kweilin Nassar, project director, Highmark Healthy High 5. “We are very pleased to assist schools as they take steps to improve policies that ultimately help educate children about the importance of living healthy lifestyles.”

**(more)**

**InnerLink, Inc.**  
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“Highmark Healthy High 5 Health eTools for Schools enables mobile data collection of pertinent health and physical fitness screening data on students K-12, using secure, fully encrypted portal technology,” said Martha Harris, InnerLink co-founder and managing director of Coordinated School Health. “We are looking forward to providing the program to a potential enrollment of 200 school districts that will ultimately result in productive learners with reduced health risks.”

Health eTools for Schools is a secure, web-based portal that facilitates policy changes in schools, instituting better nutrition and physical activity planning for children. It provides online resources to help school districts address current federal and state wellness mandates by creating healthier learning environments.

Health eTools for Schools is based on the Coordinated School Health Model developed by the Centers for Disease Control & Prevention. The portal supports important health screening programs, helping districts meet federal and state mandates to create wellness policies and implement effective strategies.

According to Dr. Kevin Peart, Assistant Superintendent of Lampeter-Strasburg School District, “Once we saw the program and how it would benefit everyone who uses it, especially the nurses, we knew we wanted to sign up. The amount of time Health eTools will save our district is unbelievable. The possibilities are endless.”

Participating school districts in Central Pennsylvania include: Warwick, Lampeter-Strasburg, Elizabethtown, Palmyra, Northern Lebanon, Steelton Highspire, Harrisburg, Mechanicsburg, Hamburg, Conrad Weiser, Governor Mifflin and Brandywine Heights school districts and the Lancaster Career and Technology Center.

For more information on how Health eTools for Schools can help your school district, please call InnerLink at 1-800-988-6983, or visit [info@healthtoolsforschools.org](mailto:info@healthtoolsforschools.org).

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InnerLink, Inc., headquartered at Liberty Place in Lancaster, PA, is an innovative developer of web-based health and safety technology solutions for schools, communities, and health care professionals. InnerLink’s mission is to help people of all ages live healthier, safer lives through education, collaboration, data sharing and community involvement. InnerLink’s software “*innerlinks*” knowledge, skills and practical applications across disciplines and communities, resulting in improved health and safety for its users. InnerLink’s product lines are divided into two key areas: standards-based health education and information management portal solutions. [www.theinnerlink.com](http://www.theinnerlink.com)

Highmark Healthy High 5 is a five-year, \$100 million community initiative of the Highmark Foundation aimed to reverse the current trends in children's health and to promote lifelong healthy habits in children throughout its 49-county service area. Highmark Healthy High 5 addresses five critical children's health issues including nutrition, physical activity, self-esteem, grieving and bullying — through education, communications, volunteerism, grants and programming. [www.highmarkhealthyhigh5.org](http://www.highmarkhealthyhigh5.org)

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