



HIGHMARK
healthy high 5

An initiative of the Highmark Foundation



Have a greater hand
in raising happier,
healthier kids.™

www.highmarkhealthyhigh5.org

About the Highmark Foundation

- The Highmark Foundation, created in 2000 as an affiliate of Highmark Inc., is a charitable organization and a private foundation that supports initiatives and programs aimed at improving community health.
- The foundation's mission is to improve the health, well-being and quality of life for individuals who reside in the Pennsylvania communities served by Highmark Inc.
- Central to the foundation's mission is identifying and continuously re-evaluating Pennsylvania's prevailing health care needs. By doing so, the foundation remains at the forefront of the Commonwealth's health care issues, well-equipped to pinpoint those issues that most urgently need our support.
- The foundation awards two types of grants – Highmark Healthy High 5 and its traditional four areas of general health focus.
- In the area of general health, the foundation awards grants to nonprofit organizations in four priority areas:
 - Chronic disease – including but not limited to cancer, cardiovascular disease, diabetes and osteoporosis.
 - Communicable disease – including but not limited to pneumonia, influenza and sexually transmitted diseases.
 - Family health – including but not limited to adolescent health, dental and vision health, maternal child health, nutrition and senior care.
 - Service delivery systems – including but not limited to access to care, coordination of services and long-term care.
- The Highmark Foundation also funds demonstrations, pilot projects and models that have the potential to be replicated in the communities it serves.
- Where possible, the foundation looks to support evidence-based programs that impact multiple counties and work collaboratively to leverage additional funding to achieve replicable models.
- By awarding high-impact grants starting at \$50,000 to nonprofit organizations and hospitals, the foundation supports programs aimed at improving community health.
- For more information about recent foundation grants, visit the "Community Involvement/Highmark Foundation" section of www.highmark.com.

About Highmark Healthy High 5

- In 2006, Highmark Inc. made a \$100 million contribution to the Highmark Foundation to fund Highmark Healthy High 5.
- Highmark Healthy High 5 is an initiative committed to improving the health of children and adolescents by providing them with tools and practices for healthy behavior. Highmark Healthy High 5 supports the promotion of good health for children and adolescents ages 6-18.
- The foundation's goal through Highmark Healthy High 5 is to ensure that children (ages 6 to 18 years) in communities it serves have the skills to live healthier by making informed choices. The foundation will accomplish this through supporting evidence-based programs that address children's health promotion through one or more of the following critical areas:
 - **Nutrition** – Includes support of programs that work directly with children and adolescents to promote nutrition and healthy eating habits through behavior-focused strategies.
 - **Physical Activity** – Includes support of programs that work directly with children and adolescents to promote physical activity through behavior-focused strategies.
 - **Grieving** – Includes support of programs that directly assist grieving children and adolescents through education, support groups, seminars and events.
 - **Self-esteem** – Includes support of programs that enhance children and adolescents' overall judgment of themselves, specifically their self-confidence and self-worth.
 - **Bullying** – Includes support of programs that create awareness and provide education about bullying prevention
- Highmark Healthy High 5 is a unique opportunity to pull together the many positive and effective evidence based practices and activate them throughout schools and communities to improve the health status of children.
- As children learn and develop healthy behaviors, they can act as change agents for good health. To foster lifelong wellness, Highmark Healthy High 5 reaches out to children in their schools, at home and in their communities to reinforce the benefits of healthy habits.
- To learn more about Highmark Healthy high 5's key areas of focus, signature partner programs and the health issues effecting children today, visit www.highmarkhealthyhigh5.org.



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Issues and Facts

Children's Health Promotion

What is it?

- Children's health promotion is a strategy for improving the health of children by providing them with tools and practices for healthy behavior.

Why is the Highmark Foundation supporting a children's health promotion program?

- Highmark, which has a long history of involvement in promoting children's health, demonstrated through funding, leadership and volunteerism, has made a \$100 million contribution to the Highmark Foundation to fund Highmark Healthy High 5. Through an analysis of emerging health issues, the Highmark Foundation identified children's health promotion as a significant issue that would be improved with its strong support. The objective is to begin reversing current trends in childhood health and create lifelong healthy habits in children.

Key Facts

- Preventable illnesses make up approximately 70 percent of the entire burden of illness and associated costs in the United States. (New England Journal of Medicine, 1993)
- "We are in danger of raising the first generation of American children who will live sicker and die younger than the generation before them." (Risa Lavizzo-Mourey, Robert Wood Johnson Foundation President and CEO, 2005)
- For the first time in history, children's life spans are predicted to be less than their parents because of inactivity and obesity-related illnesses. (American Heart Association, 2005)
- Serious, chronic conditions are beginning earlier in life. (The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity, 2001)

Nutrition: Children's Health Promotion Sub-Issue

What is it?

- Nutrition is the organic process by which an individual uses food and liquids for normal functioning, growth and development and to maintain the balance between health and disease.

Why is the Highmark Foundation supporting it?

- The Highmark Foundation understands the importance of combating the current childhood obesity epidemic. With the annual cost of obesity in the United States currently upwards of \$100 billion, the foundation knows it is critical to address this situation by encouraging healthy eating habits among children

Key Facts

- 85 percent of children get less than five servings of fruits and vegetables per day, and a majority of intake comes from the consumption of french fries and ketchup. (USDA, 2002)
- In the United States, 30 percent of children ages 6-19 are overweight and 15 percent of those children are obese. (American Obesity Association, 2005)
- Overweight adolescents have a 70 percent chance of becoming overweight or obese adults. (NIH, 2002)

Physical Activity: Children's Health Promotion Sub-Issue

What is it?

- Physical activity is any form of exercise or movement. It is recommended that children get at least 60 minutes of moderate physical activity most days of the week.

Why is the Highmark Foundation supporting it?

- Physical activity is an issue that Highmark currently supports through programs like KidShape and SPARK Active Recreation Program. A survey of Pennsylvania high school students found that each week, 79 percent do not participate in any physical activity. To address this, the Highmark Foundation will focus on creating programming to increase physical activity in schools.

Key Facts

- Only 50 percent of children attend physical education class by age 17. (CDC, 2000)
- Physical inactivity has contributed to the 100 percent increase in the prevalence of childhood obesity in the nation since 1980. (CDC, 2000)
- Rising obesity rates account for the 27 percent increase in health spending between 1987 and 2001. (Independence Blue Cross, 2004)

Self-Esteem: Children's Health Promotion Sub-Issue

What is it?

- Healthy self-esteem is characterized by tolerance and respect for others, accepting responsibility for one's actions, integrity, pride in accomplishments, self-motivation, seeking the challenge of worthwhile and demanding goals and taking command of one's life.

Why is the Highmark Foundation supporting it?

- Self-esteem is critical to the healthy development of children and to the foundation's mission of helping children live happier lives. It makes economic sense to address this issue because positive self-esteem has an overall favorable impact on the health of children and adolescents. In addition, self-esteem delivers on the Highmark Foundation's mission to support initiatives and programs aimed to improve community health.

Key Facts

- Self-esteem or feeling good about yourself is the primary force that enables pre-teens to resist involvement in behaviors that could be damaging to their health both now and in the future. (CDC, 2001)
- Depression affects as many as one in every 33 children and one in eight adolescents. (Federal Center for Mental Health Services, 1999)
- In pre-teen years, peers emerge as critical influencers, and, for some, unhealthy behaviors are passports to acceptance into elite groups. (CDC, 2001)
- The stress and uncertainty of pre-teen years can trigger unhealthy habits and poor coping mechanisms (e.g., smoking, drinking and violence) for resolving seemingly irresolvable problems. (CDC, 2001)

Grieving: Children's Health Promotion Sub-Issue

What is it?

- Being sorrowful as a result of the loss or deprivation of a loved one.

Why is the Highmark Foundation supporting it?

- Grieving is an issue Highmark has continued to address, providing a best-in-class solution through its support of the Highmark Caring Foundation and its Highmark Caring Place locations. The long-term effect of grief can lead to health problems. The Highmark Foundation believes assisting grieving children will not only educate children on healthy coping mechanisms but also take a proactive approach in preventing the development of unhealthy behaviors.

Key Facts

- One child in 20 will have a parent die before he or she graduates from high school. (U.S. Bureau of the Census, 1990)
- One child in every seven will experience the death of an immediate family member – mother, father, brother, sister, grandparent – by the age of 10. (Children's Bereavement Center of South Texas, 2005)
- Long-term denial of death or avoidance of grief is unhealthy for children and may resurface later with more severe problems. (NMHA, 2006)

Bullying: Children's Health Promotion Sub-Issue

What is it?

- Bullying is aggressive behavior that is intentional and involves an imbalance of power or strength. Usually, it is repeated over time. It is a serious public health issue that affects countless children and adolescents every day.

Why is the Highmark Foundation supporting it?

- Highmark has a history of supporting programs that strive to prevent bullying through the Olweus Program of the Office of Community Health, Conemaugh Health System. The Highmark Foundation believes it is important to support anti-bullying efforts since bullying is correlated with increased reports of physical illness in children and adolescents.

Key Facts

- Every day, 160,000 children miss school because of a fear of being bullied. (U.S. Department of Justice, National Association of School Psychologists)
- Academic studies have found that adults bullied as a child are more likely to experience poorer social self-esteem. (Ledley, et. al., 2005)
- Every seven minutes a child is bullied at school. (U.S. Department of Justice, 2005)
- 77 percent of students are bullied mentally, verbally and physically. (U.S. Department of Justice, 2005)
- One out of five kids admits to being a bully or doing some bullying. (U.S. Department of Justice, 2005)
- 32 percent of males and 36 percent of females reported experiencing cyber bullying and it is increasing in frequency and scope. (Hinduja, Patchin, 2005)

Key Program Elements

▪ Grantmaking

- Through Highmark Healthy High 5, the Highmark Foundation awards grants to support initiatives and programs that make a meaningful impact in five areas of children's health – nutrition, physical activity, grieving, self-esteem and bullying prevention.
- For nonprofits, Highmark Healthy High 5 grants allow the foundation to work collaboratively with organizations to develop projects that can be successfully replicated.
- For schools, the Highmark Healthy High 5 School Challenge grant program supports initiatives that foster healthier, more successful students. Highmark Healthy High 5 invites schools and school districts to submit innovative grant proposals within the topic areas of nutrition, physical activity, self-esteem and bullying prevention.
- Information on the Highmark Healthy High 5 grant guidelines and submission process can be found at www.highmarkhealthyhigh5.org.
- A complete listing of Highmark Healthy High 5 grants can be found at www.highmarkhealthyhigh5.org.

▪ Developing Programs

- The Highmark Foundation identifies and supports evidence-based community programs that promote positive health habits in children.
- Highmark Healthy High 5 also works with its signature partners to build on the successes of their programs and deliver their resources to even more children.

▪ Raising Awareness

- The Highmark Foundation recognizes that the status of our children's health can not be changed solely by its own efforts. The foundation provides parents, schools and communities with the knowledge, resources and tools to help them help children develop healthy habits.
- Highmark Healthy High 5 uses media, marketing, community events and its website, www.highmarkhealthyhigh5.org, to communicate the importance of children's health.
- The foundation also convenes children's health experts to share and disseminate best practices.

▪ Creating Supportive Environments

- Success in promoting children's health requires participation from the entire community. Highmark Healthy High 5 aims to engage and educate parents, educators and community leaders in developing healthy environments for children and adolescents in schools and homes.
- Highmark Healthy High 5 encourages educators to partner with parents and family members to reinforce appropriate behaviors for lifelong wellness.



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Signature Partner Programs

The Highmark Foundation has developed partnerships with organizations that have an expertise in one or more of the issues related to children's health promotion. These partners will provide programming and counsel to ensure the effectiveness and impact of Highmark Healthy High 5.

InnerLink, developer of Highmark Healthy High 5 Health eTools for Schools

InnerLink, Inc. is an innovative developer of health and safety solutions for schools, communities and healthcare professionals. Funded through the Highmark Foundation, InnerLink developed Highmark Healthy High 5 Health eTools for Schools to create a school-centered delivery system for best practice programs and resources to reduce student health risk throughout Pennsylvania.

- **Highmark Healthy High 5 Health eTools for Schools** is an Internet-based portal that facilitates policy changes within schools, instituting better nutrition and physical activity programming for children. Health eTools for Schools provides educators and administrators with access to research-based, evidence-driven curriculum for better nutrition and physical activity planning. To visit the award-winning Web site, go to www.healthetoolsforschools.com.

Susan P. Byrnes Health Education Center

The Susan P. Byrnes Health Education Center promotes healthy lifestyles through four educational platforms – teaching theaters, outreach programs, e-learning and lunch and learns for adults. The Highmark Foundation will utilize the center's expertise to develop educational materials to create awareness among parents, teachers and others in the community about the importance of children's health promotion. In addition, the foundation will provide grants for children to attend the center's programs.

- **learntobehealthy.org** is a free, Web-based health science learning resource designed to help educators and parents communicate important health concepts to students. With Highmark Healthy High 5 support, LearntobeHealthy.org added a teen component to engage teens in their own health by creating a personal journal, setting health goals and tracking behaviors. Teachers, parents and teens can access the health information at www.learntobehealthy.org.

The Penn State Hershey Center for Nutrition and Activity Promotion (PANA)

The Penn State Hershey Center for Nutrition and Activity Promotion is a communication clearinghouse and statewide resource for improving nutrition and physical activity and preventing obesity in school age children throughout Pennsylvania. Highmark Healthy High 5 is the official sponsor of Penn State Hershey Center for Nutrition and Activity Promotion nrg Powered by choice program.

- **nrg Powered by Choice** is an initiative to empower teens to take an active role in developing and disseminating nutrition and physical activity messages to their peers. For more information, visit www.poweredbychoice.org.

SPARK Active Recreation Program

SPARK (Sports, Play, Activity and Recreation for Kids) is a nationally recognized physical education and physical activity program designed to improve physical activity for children and teachers everywhere by disseminating materials and services to schools and organizations. SPARK provides strategies and tips to increase the quantity and quality of physical education/activity classes and promotes the maintenance of physical activity away from class as part of a healthy lifestyle. Highmark Healthy High 5 offers training opportunities to schools and nonprofit organizations to provide after-school recreational programs for children ages 6-13.

- **Highmark Healthy High 5 SPARK** promotes quality, daily fitness-related activities for up to one hour per day and encourages kids to be “lifelong movers” through noncompetitive and fun games and activities. To learn about SPARK sites in your area, visit www.paspark.org.

KidShape

KidShape is a nationally recognized, weight management program to address childhood weight issues. The program is geared toward overweight children ages 6 to 14, based upon weight criteria and referral by a physician, school nurse or other health care provider. The Highmark Foundation supports KidShape sites within its 49-county service region in Pennsylvania.

- **KidShape** curriculum is intended to help families adopt better nutrition habits and engage in more frequent physical activity. The program offers nutrition education, physical activity and group/peer support, all of which are components of research-indicated successful weight management programs. Through a nine-week course, children work with a team (comprised of a registered dietitian, a mental health professional and a physical activity specialist) in weight management sessions held once a week. A parent also attends to participate in hands-on educational activities. To learn about KidShape sites near you, visit www.highmarkhealthyhigh5.org.

Heartwood Institute

Heartwood Institute promotes understanding and practice of universal ethical concepts and good character through materials that explore the ethical content of stories, helping children develop a basic moral framework, live by it and appreciate its value. To support character and self-esteem building, the Highmark Foundation, through Highmark Healthy High 5, supported Heartwood's efforts to condense the essence of its full curriculum into “T.R.U.E. Cards – Life Lessons” to help teachers, parents and counselors build self-esteem in children.

- **T.R.U.E. Cards...Life Lessons** cards feature proverbs, sayings or quotations from literature to teach children about the universal character attributes of courage, loyalty, justice, respect, hope, honesty and love. The cards show children how to apply those values in the everyday life by building relationships, resolving conflicts, setting and working toward goals, assuming personal responsibility and contributing to their communities. To find out more about the T.R.U.E. cards program, visit www.heartwoodethics.org.

Highmark Caring Place, A Center for Grieving Children, Adolescents and Their Families

One out of every 20 children will experience the loss of a parent before they graduate high school. Because of this staggering statistic, the Highmark Caring Place was established in 1997 in Pittsburgh to help families deal with loss and find hope to continue. Similar facilities were opened in Erie in 2001, in Lemoyne, Cumberland County, in 2003 and the Caring Place's newest facility, in Warrendale, Pa., opened in 2009. The Highmark Caring Place provides assistance to grieving families through family sessions, group talks, peer support groups and community outreach. The Highmark Foundation provides support to expand the Caring Place services and help make grief support programs, modeled after the Caring Place, available in the broader community.

- **The Highmark Caring Place** provides peer support to help children who attend come to know that they are not alone in their grief, in their experiences and feelings. At the Caring Place, children share their feelings, memories and experiences. They and their families get support and encouragement from each other, facilitated by a caring community made up of professionals, trained volunteers and other children and adults who have also experienced a death. For additional information about the Highmark Caring Place, please visit www.highmarkcaringplace.com.

Center for Health Promotion and Disease Prevention at Windber Research Institute

The Center for Health Promotion and Disease Prevention at Windber Research Institute focuses on health promotion/disease prevention research and program development for the study of hospital based public health advocacy. The Highmark Foundation has partnered with the Windber Research institute to promote bullying prevention and make programs available to schools throughout the foundation's 49-county service area.

- **Highmark Healthy High 5 HALT! A Bullying Prevention Program** is built upon the success of the Olweus Bullying Prevention Program, an evidence-based school-wide bullying prevention program for elementary, middle or junior high schools designed to help decrease bullying behaviors, enhance effectiveness of intervention efforts by teachers and administrators and improve response and reaction to bullying in the school environment. To learn more about HALT! and how your school can adopt the program, visit www.wriwindber.org.

Center for Safe Schools

The Center for Safe Schools seeks creative and effective solutions to problems that disrupt the educational process and affect school safety. Training, technical assistance and a clearinghouse of video and print materials are available through the Center to help schools identify and implement effective programs and practices. The Highmark Foundation aims to support efforts to establish the Olweus Bullying Prevention Program in Pennsylvania's schools through the PA CARES (Creating an Atmosphere of Respect and Environment for Success) effort. With Highmark Healthy High 5 funding, PA CARES works with the Olweus program to plan and present educational sessions designed to increase the skill level of those involved in school-based bullying prevention initiatives.

- **PA CARES** provides support, resources and materials to school districts across the communities served by Highmark. PA Cares also supports bullying prevention through professional development for existing Olweus trainers and provides for new trainers. Schools interested in applying for a bullying prevention grant through PA CARES, should visit www.safeschools.info/pacares for information.

Highmark Healthy High 5 Bullying Prevention Institute

Founded by the Highmark Foundation and through Highmark Healthy High 5 funding, the Bullying Prevention Institute plans and presents educational sessions across Pennsylvania to help increase the skill level of those involved in bullying prevention initiatives within the school setting or at home. The institute works to promote and advance best practice solutions, raising awareness of the current body of evidence that demonstrates the urgency of reducing bullying among school-aged children and youth. The Highmark Foundation, through the Bullying Prevention Institute, aims to serve as a catalyst and convener to support efforts under way to establish the Olweus Bullying Prevention Program (OBPP) in Pennsylvania's schools. To learn more about sessions and trainings offered through the Bullying Prevention Institute, visit www.bullyingpreventioninstitute.org.

Highmark Healthy High 5 School Challenge Grant Program

The Highmark Foundation's Highmark Healthy High 5 School Challenge grant program is designed to support schools in introducing programs that will foster healthier, more successful students. Through the School Challenge grant program, Highmark Healthy High 5 invites schools to submit innovative grant proposals within the topic areas of nutrition and physical activity. Schools within Highmark's 49-county service area can receive grants up to \$10,000 per school year. To learn if your school is eligible to receive a Highmark Healthy High 5 School Challenge grant, visit www.highmarkhealthyhigh5.org.