



An internet-based nutrition and physical activity program developed by InnerLink, Inc.

FOR IMMEDIATE RELEASE
April 3, 2007

For more information contact:

Katherine H. Mullen

Marketing Specialist

InnerLink Inc.

(717)358-0912

kmullen@innerlinkit.com

www.TheInnerLink.com

***Health eTools for Schools Use is Spreading, Helping Kids
Throughout Central PA!***

Local school districts are making a difference in our community! A group of more than 50 districts across the state have signed up for Highmark Healthy High 5 Health eTools for Schools and are working to improve the health and well-being of their students – students right here in Central Pennsylvania!

Highmark Healthy High 5, an initiative of The 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.

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.

Developed 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** through August, 2009.

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.

(more)

InnerLink, Inc.

Liberty Place – Suite 201 ☐ 313 West Liberty Street ☐ Lancaster, Pennsylvania 17603

717-735-8105 Voice ☐ 866-522-5487 Toll-Free ☐ 717-735-8109 Fax

www.innerlinkIT.com

Health eTools for Schools has been the subject of extensive investigation, focus group research and review of best practices for quality and practicality. All content and programs relating to nutrition and physical education are evidence-based, aligned with Pennsylvania Academic standards, and proven through scientific trial to foster improved nutrition and increased physical movement. Content from national partners such as We Can!, SPARK and Learn to Be Healthy enable districts to bring nutrition and physical education concepts alive for students in grades K-12.

“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.”

According to Kevin Peart, 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: Lancaster County Career and Technology Center and School District of Lancaster, along with Warwick, Lampeter-Strasburg, Elizabethtown, Palmyra, Northern Lebanon, Steelton Highspire, Harrisburg, Mechanicsburg, Conrad Weiser, Governor Mifflin and Brandywine Heights school districts.

Please join these districts in teaching young people how to make healthy choices that will positively impact the rest of their lives. If we work together as a community, we can make a difference in the lives of children in Central Pennsylvania! If you would like more information on Health eTools for Schools, please call InnerLink at 1-800-988-6983, or visit info@healthtoolsforschools.org.

###

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.



InnerLink, Inc.

Liberty Place – Suite 201 ☐ 313 West Liberty Street ☐ Lancaster, Pennsylvania 17603

717-735-8105 Voice ☐ 866-522-5487 Toll-Free ☐ 717-735-8109 Fax

www.innerlinkIT.com