



# UnitedHealth HEROES<sup>SM</sup>

## Promoting good health through service-learning

Here's your chance to tackle one of our most pressing health issues.

Pediatric obesity is real and it's rising. We're looking for problem solvers who want to help all Americans – but especially young people – by promoting healthy eating and physical activity in schools and community organizations.

UnitedHealthcare is collaborating with Youth Service America (YSA) to offer UnitedHealth HEROES, a program that provides grants to educators, service-learning\* coordinators and students in the health professions to implement youth-led service-learning projects addressing childhood obesity.

The program offers grants of up to \$1,000.

\* Service-learning is a teaching and learning strategy that integrates academic study with meaningful service to the community.

### Who is eligible?

Applicants must meet the following requirements:

- ▶ The proposed project must take place in one of the fifty states or Washington, D.C.
- ▶ The applicant must be a teacher or service-learning coordinator at a public, private, faith-based, or charter school; or
  - an instructor or service-learning coordinator at an institution of higher education; or
  - student(s) in the health professions; or
  - staff at a community-based non-profit organization.

361 groups across the country were heroes in 2009 and 2010. This is your opportunity to submit creative projects to help kids live healthier lives and be part of Global Youth Service Day 2011.

**Please secure approval from your principal or other appropriate institutional leadership before submitting your project proposal.**



### How to apply

Visit [www.YSA.org/HEROES](http://www.YSA.org/HEROES) to apply. Applications must be submitted online by midnight ET on Oct. 22, 2010.

### Review process

Successful applicants will design and implement a service-learning project that addresses issues relating to childhood obesity. Projects most likely to be funded will be those that:

- ▶ Use public data on obesity to demonstrate the need for the project in your school or community.
- ▶ Respect the physical and emotional characteristics of the issue.
- ▶ Are replicable and/or can be scaled up.
- ▶ Produce measurable results.

**We encourage projects where youth work with teachers and adults, but remember this is an opportunity for youth to shine.**

### About UnitedHealthcare

UnitedHealthcare ([www.unitedhealthcare.com](http://www.unitedhealthcare.com)) provides a full spectrum of consumer-oriented health benefit plans and services to individuals, public sector employers and businesses of all sizes, including more than half of the Fortune 100 companies. The company organizes access to quality, affordable health care services on behalf of more than 25 million individual consumers, contracting directly with more than 632,000 physicians and care professionals and 5,060 hospitals to offer them broad, convenient access to services nationwide. UnitedHealthcare is one of the businesses of UnitedHealth Group (NYSE: UNH), a diversified Fortune 50 health and well-being company.

**For questions regarding this grant program, e-mail [healthheroes@ysa.org](mailto:healthheroes@ysa.org).**

### Timeline

**Aug. 2, 2010:** Grant application becomes available.

**Oct. 22, 2010:** Grant application deadline.

**December 2010 - January 2011:** Applicants will be notified of their status via e-mail.

**January - April 2011:** Projects take place.

**April 15 - 17, 2011:** Global Youth Service Day

**May 2011:** Online project evaluations are due.



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