

# HIGHMARK

Blue Cross Blue Shield

# & SPARK

## A Public Health Success Story

Highmark Healthy High 5 is a 5-year, \$100 million investment of the Highmark Foundation. Through Healthy High 5, the Highmark Foundation strives to improve the health and well-being of children and create a brighter future for us all.

Highmark chose SPARK as their partner to improve the quantity and quality of physical activity in after school programs. The SPARK After School Program provides research-based content (the “what” to teach), professional development (the “how” to teach) and age-appropriate equipment (the “tools” needed to teach). These coordinated components, along with extensive follow up support from SPARK and Highmark, are provided to schools in the counties Highmark serves in Pennsylvania and West Virginia.

For more information on SPARK visit:  
[www.sparkpe.org](http://www.sparkpe.org)

## A Plan, A Program, A Partnership

Working closely with Highmark, the SPARK staff listened to their vision and prescribed a dissemination plan that built capacity, utilized economy of scale, and was sustainable. SPARK also consulted on assessment and evaluation so the results could be measured and outcomes authentically demonstrated.

To date, SPARK has provided training for 6 different Highmark staff with physical activity backgrounds. These dynamic professionals were taught the SPARK After School Program via workshops, Institutes, and a train the trainer model, then practiced teaching it to children, and now are SPARK Certified Trainers able to conduct effective and inspirational SPARK workshops for the Healthy High 5 initiative.

The after school programs that participate in training also receive SPARK curriculum, equipment and follow up support so their programs work and last! To date, dozens of sites and hundreds of youth leaders have become trained and their after school programs are lighting up children’s lives throughout Pennsylvania!

*The blueprint has been created. It’s replicable. Let’s work together to make it happen in YOUR region for YOUR kids.*

For more information on Highmark’s SPARK After School Program visit: [www.paspark.org](http://www.paspark.org)

**Speak with the SPARK  
Partnership Development  
Specialist to discuss  
partnership opportunities!**

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