



FOR IMMEDIATE RELEASE

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**UCare's LivingWell Portion Plate and Parents Guide  
are recognized with Merit Awards in  
2011 National Health Information Awards**

***Childhood obesity reduction and parent education tools win in Health  
Promotion/Disease and Injury Prevention Information class***

MINNEAPOLIS, Dec. 9, 2011 –[UCare](#)'s youth-oriented [LivingWell](#) Portion Plate and a colorful printed "Parents Guide" created by UCare to help new parents care for their children won Merit Awards in the [18<sup>th</sup> National Health Information Awards Program](#) (HIA).



The HIA program evaluates health care information programs and materials created in calendar year 2010. Materials were selected among several categories from a field of more than 1,000 entries. Submissions were judged for content, format, success in reaching the targeted audience, and overall quality by a national panel of health information experts.

The two UCare submissions items received Merit Awards in the "Health Promotion/Disease and Injury Prevention Information" class segment:

- The LivingWell Portion Plate was developed by UCare for distribution by UCare's Community Relations representatives at health promotion and public health events. It is intended to help young people learn healthy food choices and portion sizes, and thus reduce their risk of obesity. The colorful plate features illustrations of recommended portions of protein, fruits/vegetables, and carbohydrates.
- The Parents Guide was created for members of UCare's Prepaid Medical Assistance Program (PMAP) and MinnesotaCare programs. The guide provides parents and caregivers accurate information about growth and development and informs them about the importance of preventive care received through routine medical check-ups. The guide encourages timely child and teen check-ups with a health care provider, and immunizations.

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“UCare is committed to helping our members and the public live healthier lives through positive lifestyle choices,” says Ghita Worcester, Senior Vice President, Public Affairs and Marketing, UCare. “UCare’s Portion Plate and Parents Guide are helpful tools that enable people to make informed choices. We are proud to be recognized for our work and to help UCare members and communities actively improve their health.”

Now in its 18th year, the [National Health Information Awards](#) program honors high-quality consumer health information. The awards program is organized by the [Health Information Resource Center](#) (HIRC), a national clearinghouse for consumer health professionals who work in consumer health education fields. The competition recognizes the nation’s finest advertising, marketing, and educational materials designed and produced for the public. Entries are received from hospitals, publishers, ad agencies, trade associations, health plans, and other health care organizations.

**About the [National Health Information Awards](#)**

The National Health Information Awards program is organized by the **Health Information Resource Center (HIRC)**, a national clearinghouse for professionals who work in consumer health fields. Other HIRC products and services include the [Web Health Awards](#)<sup>sm</sup>, [National Women's Health & Fitness Day](#)<sup>sm</sup>, and [Family Health & Fitness Day USA](#)<sup>sm</sup>, and professional reference books.

**About [UCare](#)**

UCare ([www.ucare.org](http://www.ucare.org)) is an independent, nonprofit health plan providing health care and administrative services to more than 235,000 members. UCare partners with health care providers, counties, and community organizations to create and deliver innovative health coverage products for:

- Individuals and families enrolled in income-based Minnesota Health Care Programs, such as MinnesotaCare and Prepaid Medical Assistance Program.
- Adults with disabilities and Medicare beneficiaries with chronic health conditions.
- Minnesotans dually eligible for Medical Assistance and Medicare.
- Medicare-eligible individuals throughout Minnesota and in western Wisconsin.

UCare addresses health care disparities and care access issues through its UCare Fund grants and a broad array of community initiatives. The health plan received Top 100 Workplace honors in 2010 and 2011 from the *Star Tribune*.

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