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## **UCare wins award in 2009 National Mature Media Awards Program**

MINNEAPOLIS, June 25, 2009 — A resource-filled information kit developed by [UCare](#) to help older members prevent injurious falls and be safer in their home has won an award in the 18<sup>th</sup> National Mature Media Awards Program.

Called UCare's MSHO Strong & Stable Kit, the portable package of helpful resources was produced for members of [UCare's Minnesota Senior Health Options \(MSHO\)](#) product. The Strong & Stable Kit received a Bronze award in the Mature Media Award's Consumer Education Program category, in which only one Gold Award and three Bronze Awards were declared.

The competition is presented annually by the [Mature Market Resource Center](#), a national clearinghouse for the senior market. The Center recognizes the nation's finest advertising, marketing, and educational materials designed and produced for older adults.

The Strong & Stable Kit was developed in 2008 by the Health Promotion team in UCare's Marketing Department and made available at no cost to MSHO members upon request by their Care Coordinator. The Kit provides UCare's MSHO members with resources to help increase their strength and balance, manage their medications, and make their home safer. The Kit's advice and resources are especially helpful to members who are living independently, ambulatory, and at risk of falls.

"UCare recognized that preventing falls in older adults goes beyond home safety," says Cindy Kallstrom, Health Promotion Manager, UCare. "Providing members with tools to increase their strength is a best-practices strategy that is supported by recent research. We are proud to be recognized for this Kit, and enthused about the potential for improvement in our members' health."



The Strong & Stable Kit includes:

- A DVD that guides members through key steps to preventing falls.
- Tip sheets with helpful falls prevention advice on exercise, home safety, and medication safety.
- Tub grips to make a bathtub or shower safer.
- A medication pill box to help members take medications safely.
- A nightlight to help keep a bathroom or another area of a home well-lit at night and that stays lit when the power goes off; this light also can be used as a flashlight.

#### **About the National Mature Media Award competition**

The Mature Media Awards received nearly 900 entries, which were judged by a panel of mature market experts from across the United States. All entries are evaluated on their merits for overall excellence in design, creativity, and relevance to the senior market.

#### **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 175,000 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.

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