



## The Press Room

### CLEVELAND CLINIC LAUNCHES NEW PROGRAM TO EDUCATE YOUNG CHILDREN ABOUT DIVERSITY

*Program Will Feature World Premiere of Award-Winning Video Today, May 30 and the Unveiling of Five Disease-Specific Units for Teachers and Parents to Access*

The Cleveland Clinic Office of Civic Education Initiatives is set to launch healthCARE™ (Cultivating Acceptance and Respect through Education), a dynamic educational program designed to teach children ages five through 10 about diversity and individual differences.

The program was developed by the Cleveland Clinic Theatre Company and the Office of Civic Education Initiatives, in conjunction with the Children's Hospital Children's Health Education Innovation Team. It will provide free educational resources, including the script and video of the award-winning children's play Tall Tale, a play about self acceptance, and an accompanying lesson plan that meets state and national academic standards in a variety of subjects.

The healthCARE™ program will officially launch with the World Premiere of Tall Tale on Wednesday, May 30 when the video will be shown during a 10 a.m. program at Cleveland Clinic's Lerner Research Institute, 5th Floor, NA5-08. Media are invited to attend.

"Through creative programs and multi media learning we aim to expand health and wellness awareness among young students, said Bryan Pflaum, Manager of Creative Learning in the Clinic's Office of Civic Education Initiatives. "Children live what they learn. By furthering their understanding of health and self awareness, we are enabling them to embrace themselves and each other, regardless of whatever medical challenges they may be facing."

The healthCARE™ program will also offer five disease-specific lessons so parents and teachers can address diversity and individual differences as they relate to specific medical conditions. The lessons covering diabetes, asthma, autism spectrum disorders, childhood cancer and mobility impairment, can be accessed on the Office of Civic Education Initiatives web site at [www.clevelandclinic.org/civiceducation/healthCARE.asp](http://www.clevelandclinic.org/civiceducation/healthCARE.asp).

Tall Tale was the recipient of an Award of Excellence in The Videographer Awards 2007 competition. The awards are administered and judged by the Association of Marketing and Communication Professionals (AMCP), an international organization comprised of several thousand marketing, communication, advertising, public relations, media production and freelance professionals who have entered AMCP programs.

Cleveland Clinic's Office of Civic Education Initiatives was established to fulfill the Cleveland Clinic's commitment to promote education throughout Northeast Ohio. In partnership with area schools, local businesses, and fellow nonprofit organizations, the Office creates innovative programs designed to enhance children's learning in the areas of math, science, health and wellness, the arts, and innovation. In addition to the summer science and nursing internships, it offers an interdisciplinary program for art and science and several health education programs for elementary school students, including Spotlight on Learning, which incorporates health education with theatre.

## About Cleveland Clinic

Cleveland Clinic, located in Cleveland, Ohio, is a not-for-profit multispecialty academic medical center that integrates clinical and hospital care with research and education. Cleveland Clinic was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion and innovation. *U.S. News & World Report* consistently names Cleveland Clinic as one of the nation's best hospitals in its annual "America's Best Hospitals" survey.

Approximately 1,500 full-time salaried physicians at Cleveland Clinic and Cleveland Clinic Florida represent more than 100 medical specialties and subspecialties. In 2005, 2.7 million patients came for treatment from every state and 100 countries. Cleveland Clinic's website address is <http://www.clevelandclinic.org/>.

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