



FOR IMMEDIATE RELEASE

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Columbia North YMCA, Keystone First to Help North Philadelphia Children Get Healthy Through Hoops

Philadelphia, PA — The Columbia North YMCA (1400 N. Broad Street) and Keystone First are teaming up to bring the Healthy Hoops® program to North Philadelphia. Columbia North YMCA camp participants will learn how to adopt healthy lifestyles and manage chronic conditions through basketball, health workshops, and other fun activities.

Children and their parents will learn how appropriate medication use, proper nutrition, monitored exercise, and more can help children lead healthier lives. Keystone First's Mobile Wellness and Opportunity Unit will be on site to provide information about Keystone First Medicaid and CHIP member benefit. Free health screenings will also be offered on the mobile unit for adults. Sharing Excess, a nonprofit organization that tackles food insecurity, will also be at the event distributing 300 bags of fresh produce to the community.

When and Where

Thursday, July 17, 1:00 p.m. – 3:00 p.m.

Columbia North YMCA
1400 N Broad Street
Philadelphia, PA 19121

Why It Matters:

- 21% of Philadelphia children live with asthma, according to the [Philadelphia Regional Center for Children's Environmental Health](#) at University of Pennsylvania. That's more than the triple the national rate.

- In 2020, Black and Hispanic children had more than [4x the asthma-related](#) hospitalizations of white children in Philadelphia.

“Healthy Hoops shows children and teens how they can live a healthier life through good nutrition, physical activity, and avoiding triggers of chronic health problems,” said Keystone First Market President Joanne McFall. “Empowering them with accurate information will help them get the most out of their summer break and set them up for success when they return to school in the fall.”

“We are excited to continue our partnership with Keystone First on this important initiative,” says Shaun Elliott, President and CEO of the Greater Philadelphia YMCA. “At the Y, our mission is to connect people to healthier lives. Offering this sort of education, especially for youngsters with chronic conditions, doesn’t just fit our mission; it has the potential for positive impact over their lifetimes.”

Since 2002 more than 50,000 children and families have attended more than 200 Healthy Hoops events in Pennsylvania and 13 other states, along with the District of Columbia.

About the Greater Philadelphia YMCA

The Y is one of the nation’s leading nonprofits, strengthening communities through youth development, healthy living and social responsibility. Throughout the Delaware Valley, the Greater Philadelphia YMCA serves more than 150,000 individuals each year – regardless of age, income or background – across 15 branches located in Berks, Chester, Delaware, Montgomery, Philadelphia, Pike, Burlington and Camden counties. Coupled with dozens of childcare sites, and one overnight camp in the Poconos, the Y has extraordinary reach in connecting people to healthier lives. For more information, please call 215-963- 3700 or visit philaymca.org.

About the Y

Driven by its founding mission, the Y has served as a leading nonprofit committed to strengthening community for more than 175 years. The Y empowers everyone, no matter who they are or where they’re from, by ensuring access to resources, relationships, and opportunities for all to learn, grow and thrive. By bringing together people from different backgrounds, perspectives and generations, the Y’s goal is to improve overall health and well-being, ignite youth empowerment and demonstrate the importance of connections in and across 10,000 communities nationwide. Learn more at ymca.org.

About Keystone First

Keystone First is a Medical Assistance (Medicaid) managed care health product offered by Vista Health Plan, Inc., an affiliate of Independence Blue Cross, in five southeastern Pennsylvania counties. Here at Keystone First, we are mission-driven

and dedicated to helping members get care, stay well and build healthy communities. For more information, visit www.keystonefirstpa.com.

Independence Blue Cross and Vista Health Plan, Inc. are independent licensees of the Blue Cross and Blue Shield Association.

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