

## Timeline of LearntobeHealthy.org

2000 – Technology begins to make its place in the school classroom, and our board recognized the opportunity to take the Byrnes Health Education Center's message to a global audience.

2001 – The Byrnes Health Education Center was awarded a grant from the Highmark Foundation to build an eLearning wing onto the facility and to conduct market research to determine the feasibility of an eLearning site.

2000-2003 – During the initial research on web-based learning, we explored many options including fee-based models and membership models. We found out during this exploration, however, that schools' budgets are already stretched very thin – so we made the site FREE!

2003 – The first kit (then called a HeLP-Kit, which stands for Health Education Lesson Plan Kit) **Fueling My Special Body**, was developed.

2004 – The Susan P. Byrnes Health Education Center was awarded a second grant from the Highmark Foundation to expand the educational content which will be housed on the site.

2003-2005 – 4 more kits were developed over the next two years, including **SenseAble Me, Decay? No Way!, Huffin' 'N' Puffin', Transformation Information**. These kits were developed with funding from Highmark Foundation along with supplemental funding from the Mid-Atlantic Dairy Association, Adhesives Research and York City Health Bureau Tobacco funds.

November 2005 – LearntobeHealthy.org launches!! The site contained only one area designed with the classroom teacher in mind, and housed 5 eLearning kits.

2005 - 2006 – The Byrnes Health Education Center applied for and received a grant from the CDC to create a nutrition and physical activity kit for students in grades 4-6. This is the **Food and Fitness Field Day** kit.

2006 – Applied for and received an ongoing grant from the Google AdWords program. This grant supplied over \$10,000/month of in-kind pay-per-click advertising and helped bolster membership on the site.

2007 – The Byrnes Health Education Center was awarded a one-year grant from the Highmark Foundation that would allow the expansion of the LearntobeHealthy.org site. This marked the beginning of the 5-year partnership with Highmark Healthy High 5, a children's health promotion initiative of the Highmark Foundation.

August, 2007 – New area for children in grades K-6 launched. This area is fully Flash animated, and gives children access to the engaging games, but not the paper-based materials, lesson plans or answer keys.

November 2007 – New area for teens in grades 7-12 launched. This area contains more mature graphics and features peers hosts to show teens how to use the site.

2008 – Received a two-year grant from Highmark Healthy High 5 to further expand the site, reaching community organizations and families. Funds also expand content into the realm of mental health.

May 2008 – Launched the Health Log feature on LearntobeHealthy.org, which enables users to track food servings, physical activity and mood.

July 2008 – area designed for community members launches. This area contains all the same information as the Educator area, but the lesson plans are redesigned to remove educational jargon and be easily implemented by after-school programs, summer camps, clubs and families.

December 2008 – Mental Health kit for grades 7-9, ***Life on Demand***, launches.

February 2009 – Mental health kit for grades K-3, ***“Sea”ing Me for Me***, launches

April 2009 – Mental health kit for grades 4-6, ***The Power of Me***, launches.

May 2009 – eCommerce initiative launches with the addition on an online store to the LearntobeHealthy.org site.

October 2009 – Health kit for grades 10-12, ***Face the Music***, launches.

September 2010 – The second phase of the eCommerce initiative, Premium Memberships, is slated to launch. Users will be able to pay an annual subscription to access even more great educational tools.