

## FOCUS EXPRESS PHARMACY

**PR TEAM:** Focus Express Mail Pharmacy (Horsham, PA) and Furia Rubel Communications (Philadelphia)

**CAMPAIGN:** Peds for Prevention

**DURATION:** April 2008

**BUDGET:** \$37,940

Childhood inactivity has been linked with the development of Type 2 Diabetes later in life. Focus Express Mail Pharmacy, an online pharmacy specializing in diabetes and chronic illness, sought to counteract this by creating the health initiative, Peds for Prevention, with help from Furia Rubel Communications.

Implemented in five Haverford, PA elementary schools, Focus provided children with pedometers to track steps taken during the month, as well as an online log on Survey Monkey to record their progress.



## Focus Express encourages kids to be healthy and walk

### STRATEGY

The push built on Pennsylvania Gov. Ed Rendell's 2008 Child Wellness Plan initiative, which encourages exercise and good nutrition. It was planned in April because it's designated as "National Pharmacists' War on Diabetes" month. Building off the messaging of these two programs was important, says Gina Rubel, president and CEO of Rubel.

Focus Express also provided grant money to the Haverford school system to create a positive platform for families within the community, says Joel Shpigel, CEO and cofounder of Focus Express.

### TACTICS

The effort was promoted through outreach to several dozen media outlets, such as news and industry trade publications, in addition to radio and TV. Focus Express created awareness for this program through community and partnership relations with the School District of Haverford Township, who then reached out to state representatives.

### RESULTS

From the survey, Focus Express Mail noted a 2.8% increase in walking with pedometers, riding bikes, and playing with friends outside.

Results also showed an increased awareness of such issues as how to treat Type 2 Diabetes and healthy sources of carbohydrates.

### FUTURE

Plans are currently underway to make this campaign national, Shpigel says.

*Nicole Zerillo*

