



# READY. SET. SCHOOL.

PUBLIC HEALTH AWARENESS CAMPAIGN BY PLEASE TOUCH MUSEUM | Sponsored by: Independence Blue Cross  
Independence Blue Cross Foundation & Keystone First

INDEPENDENCE BLUE CROSS  
FOUNDATION  
Independence 



Keystone First

**FOR IMMEDIATE RELEASE**  
**June 2, 2022**

## **IT'S "READY. SET. SCHOOL." AT PLEASE TOUCH MUSEUM FOR CHILDREN AND FAMILIES THIS SUMMER**

*Launching a public health awareness campaign with Independence Blue Cross, The Independence Blue Cross Foundation and Keystone First, Please Touch Museum will host four free Community Days with on-site COVID-19 vaccine access*

**PHILADELPHIA, PA (June 2, 2022)** – Today [Please Touch Museum](#) (PTM) with [Independence Blue Cross](#) (Independence), [Independence Blue Cross Foundation](#) (the IBC Foundation) and [Keystone First](#), launched "[Ready. Set. School.](#)" a public health awareness campaign and event series, which will offer free admission to families on four (4) designated Sundays during the Summer of 2022. The goal of this program is to encourage children and families to visit the Museum to learn about healthy habits and practices through play-based experiences, speak with community resource partners on health-related topics, and receive a free COVID-19 vaccine and/or boosters for eligible children and adults.

[The Children's Hospital of Philadelphia](#) (CHOP) will administer COVID-19 vaccines for all eligible individuals during each free Community Day, and a health care provider will be available to answer questions about the vaccine. The first "Ready. Set. School." Community Day is set for Sunday, June 26 with these free admissions days occurring every three weeks through Sunday, August 28.

"Although summer is just beginning, we must use these next three months, especially as we manage the ongoing presence of COVID-19 in our daily lives, to ensure that children and their grownups are prepared to return to school in the fall. Through our work at the Museum, we know that when young children are healthy in mind, body, and spirit, they are better prepared to learn in school," said Patricia D. Wellenbach, President and CEO, Please Touch Museum. "We are deeply grateful to Independence, the IBC Foundation and Keystone First for generously stepping forward to collaborate on 'Ready. Set. School.,' which will provide free access to both our museum experience and programming, as well as the COVID-19 vaccine through CHOP. In a

city where many children aged 5-11 still have not been fully vaccinated, this provides a unique opportunity for families to experience learning through play and special programming while also, gaining access to critical health and wellness resources.”

By focusing this effort ahead of the return to school in September, PTM with Independence, the IBC Foundation and Keystone First, aim to ensure that children are ready both physically and social-emotionally to return to the classroom. Lorina Marshall-Blake, President of the Independence Blue Cross Foundation, said, “The past two years have been immensely difficult for all of us, but especially for the children of this city. With the interruption to in-person learning in 2020 and the challenges of the past academic year, we must make every effort to help children be at their best when they return to school after summer break.”

In addition to CHOP’s onsite COVID-19 vaccine clinic, each Community Day will programmatically address a different aspect of health and wellness for children and families. Keystone First will also be onsite at PTM to provide resources associated with the programs.

Joanne McFall, Market President of Keystone First commented, “We are delighted to partner on “Ready. Set. School.” this summer and look forward to connecting with children and families on these topics of health and wellness. The community resources Keystone First will provide onsite will help to reinforce the planned programming and help ensure that the kids who make a summer visit – or two – to the Museum will be prepared for a healthy and successful school year come fall.”

The Ready. Set. School. Community Days – with programming – are as follows:

### **Eating for Energy**

**June 26, 2022 | 11 a.m. – 4:30 p.m.**

Just like cars and buses need gas to run, our bodies need healthy food for energy. On this Community Day, children and families can explore the new Food & Family exhibit and festival area to learn all about food: where it comes from, how it brings communities together, and how it gives our bodies energy, so we are ready to learn in school.

### **Healthy Smiles**

**July 17, 2022 | 11 a.m. – 4:30 p.m.**

Smiles are a simple way to show people that you care. And taking care of your own smile is just as important. On this Community Day, in the Albert M. Greenfield Makerspace, children and families are invited to explore animal teeth and learn how they are similar — and different from — human teeth, listen to themed story times, participate in a pop-up activity about germs and why washing hands before you put food in your mouth is important.

### **Understanding Feelings**

**August 7, 2022 | 11 a.m. – 4:30 p.m.**

Sometimes, we feel happy, sad, mad, or confused. All these feelings are normal, and how we express these feelings is important. On this Community Day, children and families are invited for special story times on feelings, interactive yoga sessions, and Creative Arts Studio programs that explore expressing feelings through art-making.

## **Bust a Move**

**August 28, 2022 | 11 a.m. – 4:30 p.m.**

Active bodies promote active minds that are ready for learning! This final Community Day is rooted in movement and motion. Children and families can visit the Albert M. Greenfield Makerspace to learn about heart health, participate in movement workshops throughout the day, take a walk through the Museum and end the visit with a special edition of the End of Day Parade.

Today's announcement was made just ahead of the debut of [Doc McStuffins: The Exhibit](#), which opens to the public on June 3 and is also supported by Independence, the IBC Foundation, and Keystone First. The English and Spanish bilingual experience, which is based on Disney Junior's Peabody Award-winning television series "Doc McStuffins," transports kids and families from Doc's backyard clinic to the McStuffins Toy Hospital. There, families are invited to help Doc perform check-ups and diagnose toy patients, while learning about healthy habits, compassion, and nurturing care. This highly interactive traveling exhibit, which helps demystify medical office visits for children, will run through the entirety of "Ready. Set. School." and depart PTM on September 18, 2022.

Said Wellenbach, "Being able to host these Community Days against the backdrop of "Doc McStuffins" provided us a synergistic opportunity to put learning through play and wellness programming front and center at the Museum this summer. No doubt, the magic of "Doc McStuffins," coupled with the terrific programming and resources being offered through "Ready. Set. School.," will bring families back to PTM on multiple occasions throughout the summer."

Reservations for these Community Days must be made in advance. To make a reservation, please click here: <https://www.pleasetouchmuseum.org/visit/online-reservations/>.

## **About The Independence Blue Cross Foundation**

*The Independence Blue Cross Foundation (Foundation) is a private, corporate charitable foundation that was established in 2011 with a mission to lead sustainable solutions that improve the health and well-being of the community. The Foundation's core programs and initiatives improve access to primary care and behavioral health in underserved areas and populations, increase educational opportunities in the healthcare workforce, and address the stigma of addiction and inclusive treatment and recovery for individuals with substance use disorder.*

*By the end of 2022, the Foundation will have awarded nearly \$70 million in charitable grants and to research in southeastern Pennsylvania.*

Learn more by visiting our website: [ibxfoundation.org](http://ibxfoundation.org). Connect with the Independence Blue Cross Foundation on Twitter at @ibxdfn.

## **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](http://www.keystonefirstpa.com).

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

### **About Please Touch Museum**

*Please Touch Museum's mission is to change a child's life as they discover the power of learning through play. Recognized locally and nationally as one of the best children's museums in the United States, Please Touch Museum is open Wednesdays through Saturdays from 9 a.m. to 4:30 p.m. and Sundays from 11 a.m. to 4:30 p.m. and follows current CDC guidelines as well as city and state mandates. For more information, visit [PleaseTouchMuseum.org](http://PleaseTouchMuseum.org).*

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