



**Neighborhood  
Health Plan™**

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**FOR IMMEDIATE RELEASE**

**NHP Teams with Red Sox Foundation to Promote Health and Wellness  
among Teens in High-Risk and Inner City Communities in Boston**  
*NHP is First Health Plan to Sponsor RBI Program*

**April 18, 2016 (BOSTON)** – Neighborhood Health Plan (NHP), a pioneering leader in addressing the social and behavioral determinants of health, is partnering with the Red Sox Foundation to promote fitness and health among at-risk, inner-city Boston youth who often lack the opportunity to participate in organized sports.

NHP is the first health plan to sponsor the Foundation's Reviving Baseball in Inner Cities (RBI) Program, which uses team sports to reduce youth violence, inspire academic success, promote healthy choices and develop useful life skills. The Foundation's RBI Program and its companion Rookie League annually reach a 79 percent diverse population of 2,000 children and teens between the ages of 5 and 18 in 13 neighborhoods in Boston.

NHP will help fill the need for team coaches as a presenting sponsor of the Red Sox Foundation's new coaching academy. Academy clinics help recruit adult volunteers by giving them the guidance and confidence they need to run a team, instruct players on the fundamentals of baseball and softball, and become mentors and role models. During day-long working sessions, coaches are taught how to create a positive team culture in which players learn to follow a strict behavior code, develop positive relationships with adult coaches and fellow teammates, as well as leadership and other useful life skills.

"NHP is proud to partner with the Red Sox Foundation and support a movement that recognizes organized sports can be a powerful vehicle for transforming young lives by encouraging and modeling healthy habits and lifestyles," said NHP President and CEO David Segal. "We are also delighted to support building the capacity of adult volunteers to serve as leaders of these important programs for youth."

Studies show that young people growing up in low-income neighborhoods are four times less likely to participate in organized sports than their peers in more affluent communities. In addition, more than 70 percent of disadvantaged youth do not get the recommended amount of physical activity they need. One in every three between the ages of two and 19 is overweight or obese.

“We are very excited to partner with NHP, which will emphasize the importance of health care for our RBI players who come from diverse communities and underserved populations,” said Red Sox Foundation Executive Director Gena Borson.

NHP’s sponsorship of the Red Sox Foundation’s RBI Program supports the health plan’s longstanding Community Benefits efforts, which utilize awareness campaigns, targeted outreach, events and other means to reduce and eliminate health care disparities in communities most in need.

### **About NHP**

Neighborhood Health Plan ([NHP](#)) is an NCQA-accredited, not-for-profit health plan that provides coverage to over 450,000 commercial and MassHealth members. For 30 years, employers, individuals, and families across Massachusetts have turned to NHP for health care coverage that is both high-quality and affordable. NHP is known for plans that are easy-to-understand and manage. Members have access to a robust network of top doctors, community health centers, and academic and regional hospitals. Founded in 1986 with a commitment to promote health equity for members within the diverse communities we serve, NHP’s service and care management programs today continue the tradition of personalized and high-quality care. NHP is a member of Partners HealthCare.

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