

NEWS RELEASE

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Discovery Education Introduces Discovery Health Connection

Online curriculum library puts health and prevention education at teachers' fingertips

Silver Spring, MD (January 27, 2005) –Discovery Education, the leader in digital video and multimedia learning, today introduced **Discovery Health Connection**, a brand-new comprehensive online library of K-12 health and prevention content that addresses the nine critical areas of youth health and prevention as outlined by the National Institute of Health and Centers for Disease Control and Prevention. The Web-based subscription service, located at www.discoveryhealthconnection.com, will be available to schools across the country beginning January 31.

"**Discovery Health Connection** gives educators the tools they need to help their students make healthy choices when it comes to important issues like fitness and nutrition, alcohol and drug abuse, violence prevention, and physical activity," said Steve Sidel, Executive Vice President, Discovery Education. "By combining proven, comprehensive content with the efficiency of on-demand Internet delivery, **Discovery Health Connection** will help the next generation live healthier lives."

Discovery Health Connection takes traditional health and prevention curriculum kits, and, by using the power of the Internet for school-wide distribution, gives educators the ability to capture the teachable moments in the classroom with instant access to curriculum programs, teachers' guides, worksheets, videos, and extension exercises addressing health and prevention subjects including The Body, Safety, Alcohol and Other Drugs, Growth and Development, Mental Health, Tobacco, Nutrition, Violence, and Physical Activity. Each area of study is anchored by a research-based curriculum and is supplemented with a wide array of materials designed to engage students and make a positive impact on their growth and development. Discovery Health Connection also includes integrated literacy lessons to facilitate cross-curricular instruction while improving students' reading comprehension and writing skills as well.

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In addition to content developed by Discovery Education, **Discovery Health Connection** includes in-depth curricula developed by the Comprehensive Health Education Foundation (CHEF)—a nonprofit organization that supports health education in schools and communities through the development of nationally recognized prevention and health education materials and services—and the University of New Hampshire Cooperative Extension. These curriculum programs include:

Here's Looking At You (CHEF)– A K-12 substance abuse program that builds pro-social skills and assets to create a healthy school climate. It has been shown through independent research to be effective in preventing substance use by impacting behavioral outcomes, intentions, development of refusal plans, and the ability to identify risk factors in students.

Get Real About Violence (CHEF) - A K-12 bullying and teasing prevention program that fosters a safe school environment and builds character. Get Real About Violence has been shown to decrease verbal aggressiveness among students in an independent scientific evaluation recently published in *Health Communication*. (Volume 16 Number 4, Lawrence Erlbaum Associates, 2004)

Great Beginnings (UNH Cooperative Extension)– A nutrition program for pregnant and new mothers that provides practical nutrition and wellness information, provides information on monthly infant development, and helps parents obtain the skills they need to feed themselves and their children low-cost, nutritious meals. The program has been shown to positively affect birth outcomes in an independent scientific evaluation published in the March 2002 *Journal of the American Dietetic Association*.

“According to our 2004 Substance Use and Violence Study, 64% of students believe that education about the harmful effects of drugs and violence were the most influential factors in their decision to not engage in drug use or violent behavior,” said Peggy D. Kelly, health education supervisor, North East Florida Educational Consortium. “With **Discovery Health Connection**, not only are we offered a complete violence prevention program online, teachers and other educators can immediately access lesson plans linked to individual incidents that may occur on school grounds.”

A school site subscription to **Discovery Health Connection** costs \$995 and includes unlimited, school-wide access; a robust administrative suite that allows for local control and includes tools for reporting usage and other statistics, and gauging overall effectiveness. The service requires no special software and comes with complete customer support and implementation assistance. In-school training sessions are also available from Discovery Education’s expert staff at an additional charge.

For more information about **Discovery Health Connection** or to sign up for a free 30-day trial, visit www.discoveryhealthconnection.com.

For more information about any of Discovery Education's other products and services, please visit www.discoveryed.com or call 800-323-9084.

About Discovery Education

Discovery Education is a division of Discovery Communications, Inc., the leading global real-world media and entertainment company. It produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Discovery Education is committed to creating scientifically proven, standards-based video resources for teachers, students, and parents that make a positive impact on student learning. Through strategic partnerships with over 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world engage students in the joy of learning by allowing them to explore the world and satisfy their natural curiosity. For more information, visit www.discoveryed.com.

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