



**FOR IMMEDIATE RELEASE**

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**Canyon Ranch Institute Launches New Partnership with BSCS to Develop Curriculum about Type 2 Diabetes**

*Three-year Project is Funded by the  
National Institute of Diabetes and Digestive and Kidney Diseases*

**TUCSON, Ariz., Oct. 7, 2010** – Canyon Ranch Institute® (CRI) is a member of a new partnership led by BSCS (Biological Sciences Curriculum Study) that was awarded a three-year, \$3.3 million contract from the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK). With this funding from NIDDK, the partnership will develop curriculum materials for students in grades K-12. The curriculum will focus on improving health literacy about type 2 diabetes.

BSCS, located in Colorado Springs, Colo., is a non-profit research and development organization focused on improving the teaching and learning of science. CRI's role in this new partnership is to help advance health literacy about type 2 diabetes prevention and management, with specific focus on improving community engagement around these issues.

BSCS will lead the partnership in the development of seven inquiry-based curriculum units for use in health or science classes for grades K-12. Each unit will include hands-on and web-based activities. A video will feature interviews with leading scientists and health professionals whose work focuses on type 2 diabetes. The curriculum materials will target Latino and African American audiences, which are populations that have a higher-than-average incidence of type 2 diabetes. A separate component of the project includes the development of materials for parents and community members to raise awareness of type 2 diabetes.

BSCS Science Educator Anne Westbrook, Ph.D. is the principal investigator for the partnership. Andrew Pleasant, Ph.D., CRI health literacy and research director, will serve as CRI program manager. Since 2009, Dr. Pleasant has also served as program manager for CRI's award-winning Time to Talk CARDIO partnership, which focuses on advancing health literacy about heart health. Dr. Pleasant serves on the Time to Talk CARDIO Advisory Board, as well as the Scientific Committee of the International Public Communication of Science and Technology (PCST) network.

Along with Dr. Pleasant, CRI President Richard H. Carmona, M.D., M.P.H., FACS; CRI Executive Director Jennifer Cabe, M.A.; and CRI Partnerships and Policies Director Christine L. Sardo, M.P.H., R.D.; will serve on the new BSCS partnership advisory board.

The advisory board also includes scientists, clinicians, curriculum experts, and public health practitioners from other leading institutions, including Harvard University, the Texas Diabetes Institute, and Howard University Hospital. In addition, Red Hill Studios of San Rafael, Calif., will develop the multimedia components of the project.

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#### **About Canyon Ranch Institute®**

Canyon Ranch Institute (CRI) is a non-profit organization that catalyzes the possibility of optimal health for all people by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower *every person* to prevent disease and embrace a life of wellness. Canyon Ranch Institute and our partners believe in the power and possibility of a healthy world. More information is available at [www.canyonranchinstitute.org](http://www.canyonranchinstitute.org).

#### **About BSCS**

BSCS (Biological Sciences Curriculum Study) has been a leader in science education since 1958, emphasizing a comprehensive, inquiry-based approach to improved science teaching and learning. The mission of BSCS is to transform science teaching and learning through research and development that strengthens learning environments and inspires a global community of scientifically literate citizens. BSCS is a 501c3 non-profit organization headquartered in Colorado Springs, Colorado. For more information, visit [www.bsos.org](http://www.bsos.org).