

## FACT SHEET: Buckeye Health Plan No One Eats Alone – 2018



- **Event Overview:** Ohio has seen a dramatic rise in teen suicide within the last six months sparking parents, school administrators and community leaders to take steps to address bullying in the schools. Last week, Buckeye sponsored No One Eats Alone, a national anti-bullying program, at six schools across Ohio.

No One Eats Alone is a project of Beyond Differences, a student-led organization which inspires youth to end social isolation. No One Eats Alone aligns with Buckeye’s vision of transforming the health of our community, one person at a time.

- **Testimonial:** *“Thank you, Buckeye Health Plan for bringing No One Eats Alone to our school! It’s partnerships such as this that provide our students with opportunities for growth that otherwise would not occur. Again on behalf of the entire Garrett Morgan community thank you Buckeye for all you do to contribute to the health and wellness of the community.”*

Sherdina H. Williams, M.Ed., RN, LSN

Educator: Licensed School Nurse, Cleveland Metropolitan School District

- **Coverage in 6 markets across the State:**
  - 13 TV segments, 7 TV stations [\[Examples of coverage\]](#)
  - 3 online news postings
  - 4 newspapers
  - 19 external social media posts (known)
- **Known Impressions (still calculating): 1,462,202 total**
  - 502,703 – TV audience reached
  - 561,641 – Newspaper circulation
  - 416,788 – Daily web impressions
- **4 Buckeye Health Plan employees were interviewed:**
  - James Turner, MemberConnections Representative
  - Laura Paynter, Director of Medical Management
  - Monique Gladden, Director of Care Management
  - Darrell Brooks, Behavioral Health Supervisor



## Detailed Media Summary

**THURSDAY, FEBRUARY 8**

### **COLUMBUS**

Stewart Alternative Elementary School

Buckeye Health Plan Representative: James Turner

**WBNS attended** - footage to come at later date

**WCMH attended** - footage to come at later date

### **THE COLUMBUS DISPATCH**

*Circulation: 185,000*

*Daily web impressions: 76,666*

- 2/8: Website article: [No classmate left behind is goal of No One Eats Alone event](#)
- 2/9: Front page feature: Ending the isolation: School program stresses social interaction to ward off problems

### **AKRON**

Harris Elementary School

Buckeye Health Plan Representative: Laura Paynter

### **AKRON BEACON JOURNAL**

*Circulation: 62,510*

*Daily web impressions: 54,986*

- 2/8: Website article: [Harris-Jackson students learn importance of social inclusion in honor of No One Eats Alone Day](#)

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**FRIDAY, FEBRUARY 9**

### **CLEVELAND**

Garrett Morgan High School

Buckeye Health Plan Representative: Misty Price

### **WOIO/WUAB - CBS 19**

*Daily web impressions: 47,000*

- 2/9: 6:30 a.m.; 5:00 p.m. (Audience: 59,873)
- 2/9: Website article: [Cleveland students make pledge: No One Eats Alone](#)

### **CINCINNATI**

Pleasant Hill Elementary

Buckeye Health Plan Representative: Monique Gladden





#### **WCPO - ABC 9**

*Daily web impressions: 56,000*

- 2/9: Website article: [CPS students participate in 'No One Eats Alone Day'](#)
- 2/9: [6:00 p.m.](#) (Audience: 54,870)
- 2/10: 5:00 a.m.; 6:00 a.m.; 8:00 a.m. (Audience: 62,011)

#### **WXIX - FOX 19**

- 2/9: 6:30 p.m. (Audience: 28,369)

#### **SPRINGFIELD**

Snyder Park Elementary

Buckeye Health Plan Representatives: Darrell Brooks

#### **WHIO - CBS 7**

- 2/9: 5:00 p.m.; 6:00 p.m.; 11:00 p.m. (Audience: 235,427)

#### **WDTN - NBC 2**

*Daily web impressions: 20,000*

- 2/9: [5:00 p.m.](#) (Audience: 15,404)
- 2/9: Website article: [Watch: Local school participates in national 'no one eats alone day'](#)

#### **WBDT - WB 2**

- 2/9: 10:00 p.m. (Audience 10,749)

#### **SPRINGFIELD NEWS SUN**

*Circulation: 18,930*

*Daily web impressions: 100,000*

- 2/11: Website article: [Springfield school participates in No One Eats Alone Day](#)

## **CANTON**

Lehman Middle School

Buckeye Health Plan Representatives: Laura Paynter

School Representative: Shawn Monahan, Principal

## **WEWS - ABC 5**

- 2/10: [Spotlight 5](#): (Audience: 36,000)
- 2/10: Boosted Facebook Post: (Audience: 41,493)  
<https://www.facebook.com/News5Cleveland/videos/10157129465924922/>

## **CANTON REPOSITORY**

*Circulation: 295,201*

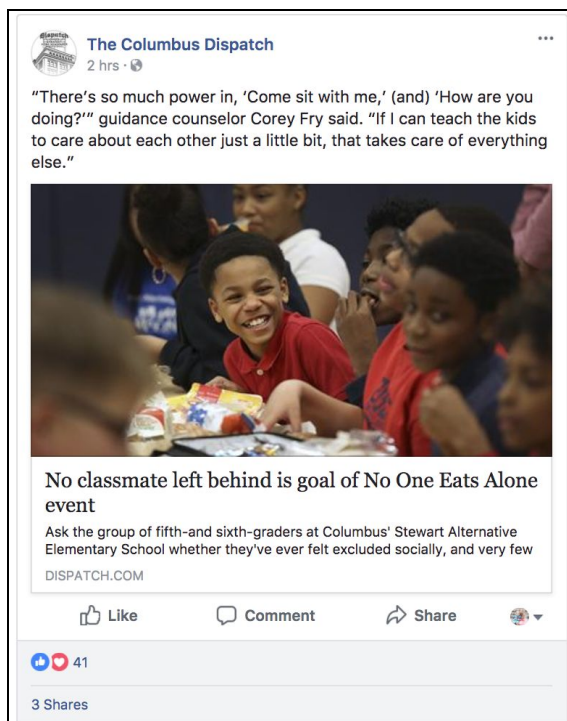
*Daily web impressions: 20,043*

- 2/9: Website article: [No One Eats Alone at Lehman](#)

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## **Social Media Posts**

### **Facebook:**



The Columbus Dispatch  
2 hrs · 🌐

"There's so much power in, 'Come sit with me,' (and) 'How are you doing?'" guidance counselor Corey Fry said. "If I can teach the kids to care about each other just a little bit, that takes care of everything else."



**No classmate left behind is goal of No One Eats Alone event**

Ask the group of fifth-and sixth-graders at Columbus' Stewart Alternative Elementary School whether they've ever felt excluded socially, and very few

DISPATCH.COM


👍 Like    💬 Comment    ➦ Share    🌐

👍❤️ 41

3 Shares

**Ohio School Boards Association**  
Yesterday at 12:50pm · 🌐

Columbus City Schools is one of many districts across the country holding theme days and events this week to help students recognize the problem of social isolation in this age of cyber-bullying and school shootings. Start With Hello Week is promoted by Sandy Hook Promise, a nonprofit founded by the families of students killed in the 2012 mass shooting at Sandy Hook Elementary in Newtown, Connecticut.



**No classmate left behind is goal of No One Eats Alone event**  
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DISPATCH.COM

👍 Like    💬 Comment    ➦ Share    👤

👤 7

8 Shares


**WEWS Boosted Facebook Post**

**News 5 Cleveland** with Buckeye Health Plan.  
5 hrs · Paid · 🌐

#News5ClevelandSponsor

Students at Lehman Middle School in Canton are learning how to make friends, build their self-esteem & grow healthy relationships now & in the future. They join 1,200 students in 7 schools statewide who are participating in No One Eats Alone Day.

No One Eats Alone Day, which is sponsored by Buckeye Health Plan, is aimed at ending social isolation for school-age children who suffer from feeling left out or that they don't belong. Oftentimes, these children eat lunch alone.



4.1K Views

❤️ Love    💬 Comment    ➦ Share    👤

👤 You and 45 others    Top Comments ▾

10 Shares



**Pro Football Hall of Fame - Facebook Live from Lehman Middle School in Canton**

<https://www.facebook.com/ProFootballHOF/videos/10159907281355510>



Pro Football Hall of Fame - Facebook Live from Lehman Middle School in Canton

<https://www.facebook.com/ProFootballHOF/videos/10159907281355510/>



Facebook Live interface showing a video from Pro Football Hall of Fame. The video shows a woman in a green polo shirt and grey cardigan speaking in a school cafeteria. The interface includes a 'LIVE' indicator, a 'Follow' button, and engagement options like 'Like', 'Comment', and 'Share'.



Springfield City School District added 4 new photos. 11 mins · 🌐

Thank you @Buckeye\_Health for bringing the “No One Eats Alone” social acceptance and inclusion program to Snyder Park Elementary today. #NoOneEatsAloneDay #SpreadTheLove #MakeAFriend



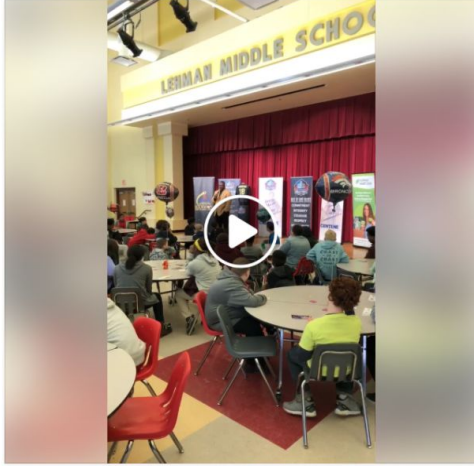
NO ONE EATS ALONE DAY  
SPREAD THE LOVE  
NO ONE eats alone™  
a project of Beyond differences



Facebook interaction buttons: Like, Comment, Share, and a share count of 1 Share.

**C2RA at Lehman Middle School** was live.  
1 hr · 🌐

Hall of Fame Gold Jacket Andre Tippett visits Lehman to discuss the "No one eats alone" initiative. He presented to all six lunch periods.



23 Views

👍 Like    💬 Comment    ➦ Share

👍 4

1 Share

**Canton City School District** added 11 new photos.  
Yesterday at 1:16pm · 🌐

Big thanks to the Pro Football Hall of Fame and Gold Jacket Andre Tippett who chose Lehman to be the site of their No One Eats Alone Day. Tippett and volunteers from the Stark County Fatherhood Coalition had lunch with students and offered mentorship. The purpose of this activity is to help all kids feel included, valued and accepted by their peers.



👍 Like    💬 Comment    ➦ Share

👍 🥰 🙌 33

9 Shares



 **The Canton Repository / CantonRep.com** 58 mins · 🌐

ICYMI: Lehman Middle School students encouraged to break down barriers in school and meet new friends at lunch.  
<http://ow.ly/x4dX30jjZUO>




**No One Eats Alone at Lehman**  
Pro Football Hall of Fame Andre Tippett and members of the Stark County Fatherhood Coalition met with Lehmen Middle School students Friday to...  
CANTONREP.COM


👍 Like    💬 Comment    ➦ Share    🌐

👍 11

3 Shares

 **Cleveland 19 News** 6 hrs · 🌐

Several of the students say they've been a target of bullying, and they're happy the school is focused on cutting it out of their lives.



**Cleveland students make pledge: No One Eats Alone**  
Today is No One Eats Alone Day. It's a national school campaign, aimed at...  
CLEVELAND19.COM

👍 Like    💬 Comment    ➦ Share    🌐

👍❤️😄 37    Top Comments ▾

9 Shares

 **Springfield News-Sun** 13 hrs · 🌐

The nationwide initiative wants all kids to feel included, valued and accepted by their peers.



**Springfield school participates in No One Eats Alone Day**  
A Springfield school participated in a nationwide initiative for inclusiveness for...  
[SPRINGFIELDNEWSUN.COM](http://springfieldnewsun.com)

Like Comment Share

49 Top Comments

14 Shares

**Twitter:**

 **Columbus Dispatch** @DispatchAlerts · 2h

"If I can teach the kids to care about each other just a little bit, that takes care of everything else."



**No classmate left behind is goal of No One Eats Alone event**  
Ask the group of fifth-and sixth-graders at Columbus' Stewart Alternative Elementary School whether they've ever felt excluded socially, and very few  
[dispatch.com](http://dispatch.com)

8 21

 **Dan Hughes** @DanHughes1959 · 31s

A good story on an important topic: No classmate left behind is goal of No One Eats Alone event



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[dispatch.com](http://dispatch.com)

🗨️ ↻️ ❤️ 📧

 **Holly Zachariah** @hollyzachariah · 19m

"When I was in first grade, I didn't have as many friends as other people, so I was in the corner and I would draw and read by myself felt alone, locked out. I felt like I wasn't meant to be there."

But things are better for her now.

[dispatch.com/news/20180208/...](http://dispatch.com/news/20180208/...)



🗨️ ↻️ 1 ❤️ 3 📧 📌



 **Shannon Gilchrist** @shangilchrist · 1h

Remember middle school? The worst feeling in the world was being forgotten or ostracized by other kids. Rally at @ColsCitySchools elementary aimed to make children aware of the left out kids #NoOneEatsAloneDay



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dispatch.com

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**Pro Football Hall of Fame - Twitter Video Lehman Middle School in Canton**  
<https://twitter.com/ProFootballHOF/status/962004665175953408>

 **Pro Football HOF** @ProFootballHOF Follow

Gold Jacket @AndreTippett joined students at Lehman Middle School in Canton, OH to provide support and inspiration during National No One Eats Alone Day. This program educates students to help end social isolation in schools.



385 views 0:01 / 0:46

11:46 AM - 9 Feb 2018

1 Retweet 6 Likes

1 6

 **BuckeyeHlthPlan** @Buckeye\_Health · 45s

Performer Elec Simon talks to students at Harris Elementary in Akron today about No One Eats Alone - a program sponsored by Buckeye Health Plan that promotes social acceptance & inclusion & is designed to ensure that no student eats lunch alone. #NoOneEatsAloneDay #BuckeyeHealthy





 **SCSD Schools** @scsdoh · 15m

Thank you @Buckeye\_Health for bringing the “No One Eats Alone” social acceptance and inclusion program to Snyder Park Elementary today. #NoOneEatsAloneDay #SpreadTheLove #MakeAFriend





 **Canton City Schools** @CCS\_District · Feb 9

Thank you @ProFootballHOF and @AndreTippett for visiting Lehman today with volunteers from the Stark County Fatherhood Coalition for #NoOneEatsAloneDay



  1   

 **CantonRep.com** @CantonRepdotcom · 1h

ICYMI: Lehman Middle School students encouraged to break down barriers in school and meet new friends at lunch.



**No One Eats Alone at Lehman**  
Pro Football Hall of Fame Andre Tippett and members of the Stark County Fatherhood Coalition met with Lehman Middle School students Friday to  
[cantonrep.com](http://cantonrep.com)

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 **BuckeyeHlthPlan** @Buckeye\_Health · Feb 9

Buckeye Health Plan in conjunction with the Football Hall of Fame host No One Eats Alone Day, at Lehman Middle School in Canton. Andre Tippett, Hall of Famer Class of 2008, speaks to students about social isolation.

[#NoOneEatsAloneDay](#) [#BuckeyeHealthy](#)



Andre Tippett, a Hall of Famer, is speaking to a group of students in a classroom. He is wearing a tan blazer and is gesturing with his hands. Behind him are several banners for the Football Hall of Fame, including one with the text "MISSION STATEMENT HONOR THE HEROES OF THE GAME PRESERVE ITS HISTORY PROMOTE ITS VALUES CELEBRATE EXCELLENCE EVERYWHERE" and another with "HALL OF FAME VALUES COMMITMENT INTEGRITY COURAGE RESPECT EXCELLENCE". A football jersey with the number 18 is also visible.

  4  6  

 **BuckeyeHlthPlan** @Buckeye\_Health · Feb 9

Laura Paynter, Director of Medical Management for Buckeye Health Plan is interviewed by WEWS Channel 5 out of Cleveland.



Laura Paynter, Director of Medical Management for Buckeye Health Plan, is being interviewed by WEWS Channel 5. She is wearing a grey blazer over a green polo shirt. A camera operator is visible in the foreground, and Andre Tippett is seen in the background interacting with students.

   2  

 **BuckeyeHlthPlan** @Buckeye\_Health · Feb 9

Andre Tippett, Pro Football Hall of Fame Class 2008 & former linebacker for the New England Patriots, encourages Lehman Middle School students to share lunch with others they don't know. [#NoOneEatsAlone](#) [#BuckeyeHealthy](#)



  2  6  

 **Springfield News-Sun** @springfieldnews · 21h

Springfield school participates in No One Eats Alone Day



**Springfield school participates in No One Eats Alon...**  
A Springfield school participated in a nationwide initiative for inclusiveness for elementary and middle school children last week.  
[springfieldnewssun.com](http://springfieldnewssun.com)

  1  1  



Instagram:



 **profootballhof** • Follow

**profootballhof** Gold Jacket Andre Tippett joined students at Lehman Middle School in Canton, OH to provide support and inspiration during National No One Eats Alone Day. This program educates students to help end social isolation in schools.

   
**204 likes**  
1 HOUR AGO

Log in to like or comment. 

