

Aetna, Three Doctors And 100 Black Men Team Up To Reward 'Positive Peer Pressure' Winners

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More than 500 children and their parents joined the 100 Black Men of Greater Washington, D.C., (100 BMGWDC), The Three Doctors Foundation and Aetna as they honored the winning teams of the "Positive Peer Pressure Challenge" at the Mary & Daniel Loughran Clubhouse in Washington, D.C., during their recent "Day for Kids" celebration.

Conducted by the Three Doctors Foundation, the "Positive Peer Pressure Challenge" is an annual competition for children in which teams are challenged to develop projects that would have a positive impact on their communities.

This year's contest drew 14 teams of more than 100 children. Aetna, a co-sponsor of the event, supplied the winning teams with Dell laptop computers.

"Aetna is honored to have a role in this contest," said Valerie Green, national relationship manager for Emerging Markets. "We will be helping The Three Doctors spread their message of positive peer pressure across the country. We are excited about the response here today in Washington."

Aetna's collaborative relationship with the Three Doctors and the 100 BMGWDC is a continuation of the company's commitment to addressing racial and ethnic disparities in health care and local market initiative goals to improve the health and wellness of residents of the greater Washington, D.C., area and to increase Aetna's involvement and presence throughout the region.

"Our involvement with the 'Positive Peer Pressure Challenge' is just one example of how the relationship and partnership with the 100 BMGWDC has enabled us to identify and explore new doors of opportunities, while heightening our image of being an excellent corporate citizen," said Phil Rigueur, ASM Capitol region account executive.

The first place winning team's project, "Lending Library for Literacy," combined leadership and literacy at the Boys & Girls Club in Silver Spring, Md. The project's goal was to provide a resource for children to gain easier access to books. The team, which consisted of six children between 7-11 years old, collected donations of more than 100 books to create a library. They also had a chance to "shadow" local librarians at their jobs for the day.

"People often talk about the negative impact of peer pressure," said Dr. Sampson Davis, co-founder of The Three Doctors Foundation. "What we hope to teach is that positive peer pressure has a powerful impact on our youth and it can help them to 'Think Big,' to achieve their greatest dreams."



Back row, left to right: Valerie Green, Emerging Markets; Dr. George Jenkins; Dr. Sampson Davis; Dr. Rameck Hunt; Tim Matthews, ASM; and Marvin Dickerson of the 100 Black Men of Washington, DC. join the contest winners.