



Group Medicare Insights: The Humana difference

Take Kids Fishing Day with Humana: An ongoing commitment to the Union Sportsmen's Alliance, retiree healthcare and aspiring anglers

Humana is committed to helping teach children the value of conservation and caring for the outdoors. One way our employees accomplish this is by volunteering every year to distribute fishing rods and reels to youth and their families during Take Kids Fishing Day, an annual event hosted by the Union Sportsmen's Alliance (USA).



So, what's the catch?

A three-pound, freshwater bass, according to Drew Baucom, a Humana Group Medicare Director and one of many Humana volunteers at this year's Louisville, Kentucky, location. The 2026 event also took place in Paducah and Lexington, drawing in nearly 280 children, including one young girl who Baucom recalls catching "a huge, largemouth bass—bigger than I thought was even in that lake."

But the USA's Take Kids Fishing Day is about more than the catch of the day. It celebrates the importance of conservation, giving back to the community and the value of making memories. All of this is made possible through the USA's Work Boots on the Ground conservation program, which organizes free community outreach events focused on outdoor recreation and conservation.

"It was a really exciting and neat experience to watch a father and daughter fish together," recalls Baucom. "That's what it's all about—making a memory that she'll have for the rest of her life about the time she spent fishing with her father."



Drew Baucom
Humana Group
Medicare Director

In addition to inspiring a new generation of anglers, Take Kids Fishing Day is a prime opportunity for Humana to demonstrate its long-standing support of the union community and the USA.

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Humana staff members work alongside the International Association of Sheet Metal, Air Rail and Transportation Workers (SMART) Local 110, offering free fishing instruction to kids while employees and retired union members swap their own favorite fishing memories.

"We really love our union members," says Baucom. "Take Kids Fishing Day shows them that we aren't just managing their healthcare plans. It's an event that allows us to get out into the community to engage with the people we serve and connect with them on a more personal level. It's about caring and being committed—two of Humana's core values."

Through events like Take Kids Fishing Day, Humana employees, union members and the USA positively impact the communities where they live and work by creating fun opportunities to get people outdoors, helping kids make some meaningful memories in the process.

“Without the dedication of partners like Humana and the commitment of our union volunteers, events like these simply would not be possible. Humana has stood with us for years; alongside union volunteers, they help make up the backbone that helps the USA carry forward a legacy of introducing youth to the outdoors while uniting the union community through conservation.”

— Sam Phipps

Director of Conservation for the Union Sportsmen's Alliance

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