

ASSOCIATION OF STATE AND TERRITORIAL HEALTH OFFICIALS



Compendium of State Healthy Lifestyle Initiatives



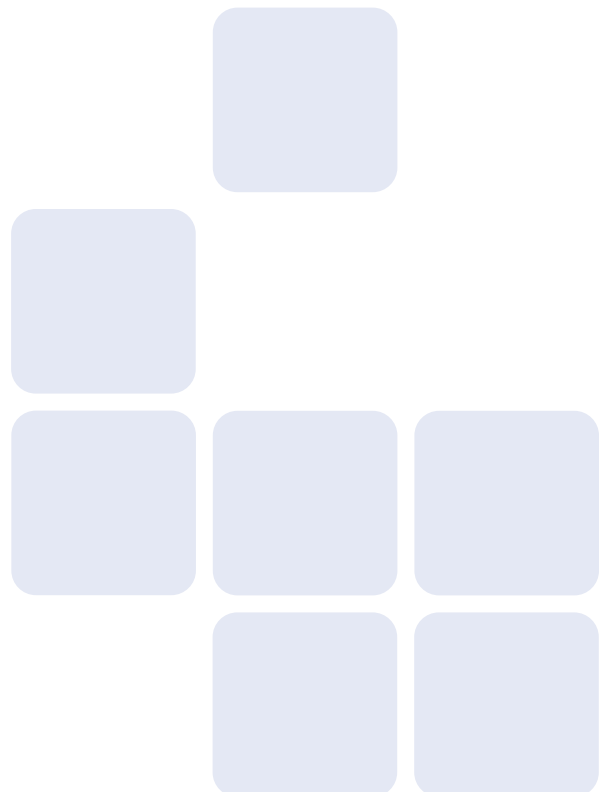
This compendium was made possible through a cooperative agreement with CDC's National Center on Chronic Disease Prevention and Health Promotion (Award No. U58/CCU324349-01). ASTHO is grateful for their support. We would also like to thank the state health department staff and staff from other organizations who assisted us with gathering this information.

The Association of State and Territorial Health Officials (ASTHO) is the national non-profit organization representing the state and territorial public health agencies of the United States, the U.S. Territories, and the District of Columbia. ASTHO's members, the chief health officials of these jurisdictions, are dedicated to formulating sound public health policy, and to assuring excellence in state-based public health practice.

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Introduction

Over the past several years, obesity rates in the United States have increased at alarming rates, becoming a significant concern for public health agencies. One strategy to address this critical issue is to promote and provide resources that encourage healthier eating and increased physical activity. In order to assist the state health departments develop or expand obesity prevention efforts, ASTHO has compiled this Compendium of State Healthy Lifestyle Initiatives. This document highlights initiatives at the state level that promote healthier lifestyles and physical activity. By focusing on wellness in communities, schools, and workplaces, states have begun to take simple steps to promote healthy living and lifestyles. This compendium intends to assist state health agency staff in making wellness a priority in all 50 states.

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ARKANSAS

Healthy Arkansas

www.arkansas.gov/ha/home.html

Program Summary

Healthy Arkansas was launched in May 2004 by Governor Mike Huckabee after he succeeded in losing more than 100 pounds. Healthy Arkansas is a comprehensive statewide program that focuses on lifestyle changes in order to improve the health of Arkansans. The program centers on three primary areas: physical activity, nutrition, and tobacco use. Healthy Arkansas targets behavior change at the individual and community levels, and works with schools, employers, and restaurants as well to promote healthy choices.

Healthy Arkansas is administered by the Arkansas Department of Health (ADH) in conjunction with the Governor's Office. Other state departments and organizations are involved in the effort, including: the Arkansas Department of Human Services (now merged with ADH), the Arkansas Department of Education, ADH's "Stamp Out Smoking" (SOS) Program, and the Arkansas Center for Health Improvement.

Resources

Press Release:

www.arkansas.gov/ha/news/20040504.doc

Fact Sheet:

www.arkansas.gov/ha/pdf/ha_fact_sheet.pdf

Brochures:

www.arkansas.gov/ha/materials/

Sample Marketing and Educational Tools

Employer tools:

www.arkansas.gov/ha/pdf/har_wellness_broch.pdf

www.arkansas.gov/ha/pdf/har_tobacco_broch.pdf

Print advertisements:

www.arkansas.gov/ha/pdf/one.pdf

www.arkansas.gov/ha/pdf/two.pdf

Radio advertisements:

www.arkansas.gov/ha/materials/



**Healthy
Arkansas**
*For a Better
State of Health*

FLORIDA

Step Up, Florida

www.doh.state.fl.us/Family/chronicdisease/walk_index.html

Program Summary

Launched in 2004, the “Step Up, Florida—on our way to healthy living!” statewide event promotes physical activity and healthy lifestyles. The event now takes place annually, and seeks to highlight the variety of fitness opportunities available to Floridians.

The month-long event is structured as a relay across the state, with participants along four routes passing a “fitness flag” at each county line. The routes meet in Orlando for a finale celebration. The event is run by the Department of Health, with coordination from counties, other state agencies, non-profits, and community organizations.

Resources

Press Release:

www.doh.state.fl.us/communications/office/pressreleases/2004/01.27.04stepupflorida.pdf



FLORIDA

Be Wise About Your Portion Size

www.doh.state.fl.us/Family/obesity/documents/BeWise.html

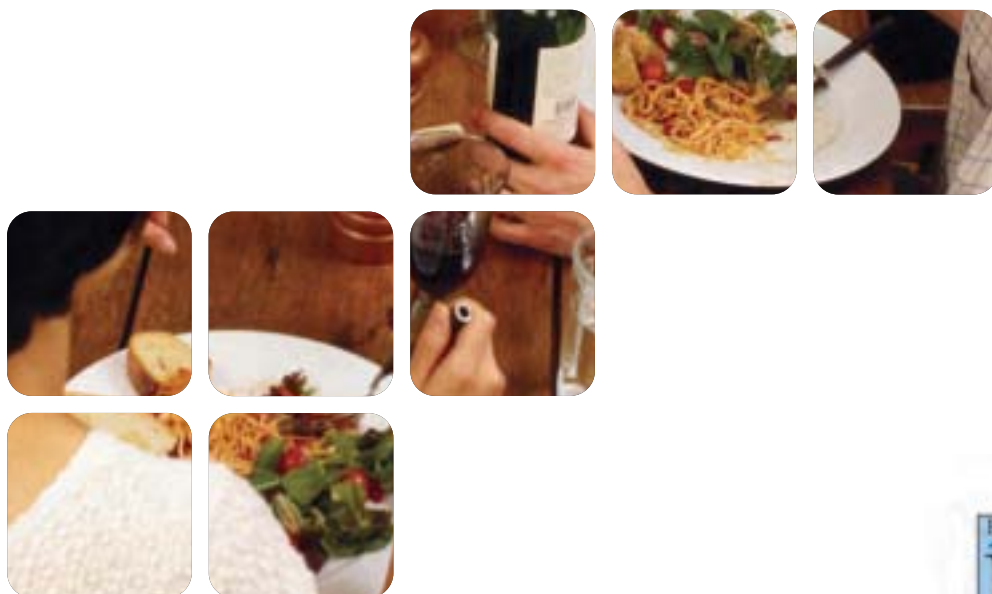
Program Summary

The Florida Interagency Food and Nutrition Committee, made up of participants from a variety of state agencies, launched a statewide nutrition campaign in 2005 called "Be Wise About Your Portion Size." The purpose of the campaign is to make Floridians more aware of the size of their food portions, as well as their daily intake of food. The campaign includes lesson plans, activities, and brochures targeted to a wide variety of audiences and will be used by all of the sponsoring agencies throughout the state as they address nutrition education.

Sample Marketing and Educational Tools

Resource manual and materials:

www.doh.state.fl.us/Family/obesity/documents/BeWise.zip



FLORIDA

Governor's Task Force on the Obesity Epidemic

www.doh.state.fl.us/Family/GTFOE/overview.html

Program Summary

In October 2003, Governor Jeb Bush announced the creation of the Governor's Task Force on the Obesity Epidemic. The purpose of this task force was to meet over a period of three months to evaluate data and testimony, and to make recommendations on how to address obesity in the state. The Department of Health continued these efforts by partnering with a private sector public health group—the Florida Public Health Foundation—to present a series of Secretary's Obesity Summits. These summits focused on four major areas, including: worksite wellness, solutions in the school setting, solutions in health care, and solutions for families, communities & faith-based organizations.

Resources

Press Releases:

www.doh.state.fl.us/Family/GTFOE/press/press.pdf
www.doh.state.fl.us/Family/obesity/summit/press/20040729.pdf

Overview and final report:

www.doh.state.fl.us/Family/GTFOE/index.html

Meeting materials:

www.doh.state.fl.us/Family/GTFOE/materials/default.html



HAWAII

Start.Living.Healthy.

Program Summary

Start.Living.Healthy. is the Hawai'i Department of Health's public education campaign encouraging the people of Hawai'i to improve their health. Funded through Tobacco Settlement funds, this campaign is a statewide, multimedia educational campaign—with partnerships in both the private and public sectors—designed to provide the people of Hawai'i with easily understood information on how to adopt healthy lifestyles. Focus areas include improving nutrition and physical activity, and avoiding tobacco.



Resources

General Information:

www.healthyhawaii.com/default.asp?sid=43&cid=&type=C&id=360

Sample Marketing and Educational Tools

Tools to promote physical activity:

www.healthyhawaii.com/default.asp?sid=2

Tools to improve nutrition:

www.healthyhawaii.com/default.asp?sid=43&cid=&type=C&id=360

Tools to promote tobacco free living:

www.healthyhawaii.com/default.asp?sid=9



ILLINOIS

Illinois Fit 4 Life

www.doh.state.fl.us/Family/chronicdisease/walk_index.html

Program Summary

State employees from ten different agencies are using pedometers to participate in the Fit 4 Life State Agency Walking Challenge, one of the first parts of Governor Rod R. Blagojevich's comprehensive fitness and wellness initiative. The six-week program will challenge state employees to walk 10,000 steps per day, and is built upon a similar walking program piloted earlier this year by the Illinois Department of Public Health (IDPH). Nearly one-third of the Department's employees participated, walking a total of 210 million steps over a 12-week period. Governor Blagojevich asked Dr. Eric E. Whitaker, state public health director, to offer other state agencies assistance in implementing a similar walking challenge. The Department of Human Services (DHS) and IDPH are working together to implement various activities and events that will eventually be a part of Fit 4 Life to raise awareness of the importance of adopting healthy lifestyles, and eight other state agencies are supporting partners.

Resources

Press Release:

www.illinois.gov/PressReleases/ShowPressRelease.cfm?SubjectID=19&RecNum=4157



INDIANA

INShape Indiana

www.in.gov/inshape/index.html

Program Summary

Launched by Governor Mitch Daniels in July 2005, the INShape Indiana program connects residents with the existing programs, services, and events that are available to increase healthy behaviors. The program encourages individuals to increase physical activity, increase fruit and vegetable consumption, decrease tobacco use, and lose weight if necessary. Participants in the program can register online and receive an email asking them to update their health profile every two weeks in order to track progress. Additionally, participants can create and join groups to motivate themselves and others. In the future, the Governor will recognize Indiana's "fittest organizations" (e.g., university, town, small business, hospital, etc.) at a special celebration.

Coordinated by the Governor's Council for Physical Activity and Sports at the Indiana Department of Health, the INShape Indiana program partners with private entities to provide discounts to program participants. For example, the state's Marsh Supermarkets offers discounts on healthy food items, and the Healthplex Sports Club and Medical Pavilion offers free nutrition classes and discounts towards the initiation fee.

Resources

Press Release:

www.in.gov/isdh/programs/GovernorsCouncil/index.htm

Sample Marketing and Educational Tools

Posters:

www.in.gov/inshape/challenge/PreFlight.pdf

www.in.gov/inshape/challenge/Gov.pdf

www.in.gov/inshape/challenge/Bike.pdf

www.in.gov/inshape/challenge/Jump.pdf



IOWA

Lighten Up Iowa

www.lightenupiowa.org

Program Summary

Lighten Up Iowa is an annual five-month competition that encourages Iowans to develop healthy activity and eating habits. Iowans are encouraged to form teams of two to ten people and then compete to see who can lose the most weight. Lighten Up Iowa began as a statewide program in 2003. The second year, the Iowa Department of Health joined as partner and has contributed particularly in the areas of outreach and assisting with a pre- and post-evaluation questionnaire. The Iowa State University extension system is another partner that helps with outreach across the state. Funding is derived by a combination of entry fees from participants (\$10 per person), corporate sponsorships, and a congressional appropriations earmark in the amount of \$200,000 administered through the CDC.

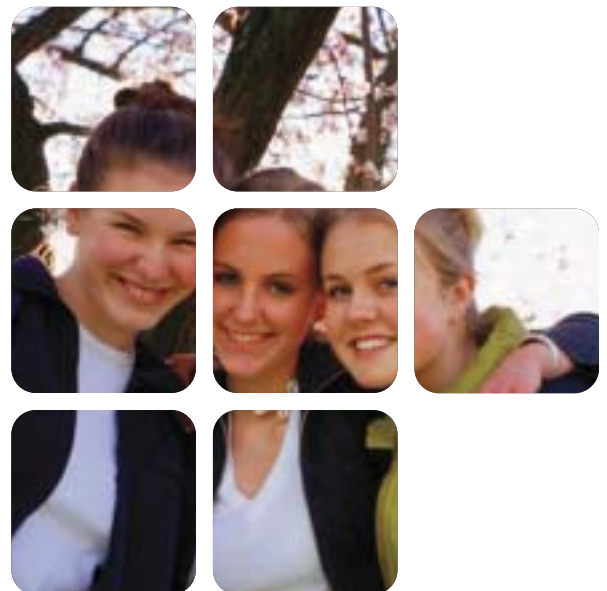
In 2005, 19,231 people from all 99 Iowa counties and several other states actively participated in Lighten Up Iowa and demonstrated significant results. A total of 95,332 pounds were lost and teams that competed in the activity division accumulated 4,674,787 miles.

Eighteen states, all members of the National Congress of State Games, have since adopted the concept of Lighten Up Iowa (AL, AZ, CA, CO, GA, HI, IL, KS, LA, ME, MA, MO, MT, NE, NC, PA, VA, WI). A national program, Lighten Up America, is currently being developed.

Resources

General Information:

www.lightenupiowa.org



KANSAS

LEAN Coalition

www.kdhe.state.ks.us/lean/index.html

Program Summary

In 1990, recognizing the emerging public health issues of obesity, physical inactivity and poor dietary choices among Kansans, the Office of Health Promotion (OHP) facilitated the development of the Kansas Leadership to Encourage Activity and Nutrition (LEAN) Coalition. The Coalition developed task forces to undertake planning, and implementation focused on developing capacity throughout the state to implement community-based health promotion strategies aimed at improving eating habits and increasing physical activity for specific target audiences. Representatives from more than 50 organizations and agencies across the state have formed the expanded Kansas LEAN-21 Coalition, which has set six clear objectives and also developed Step Up Step Out, which is an implementation guide developed as part of the Kansas LEAN School Health Project. It is a collection of suggestions intended to assist school and community leaders in developing effective partnerships to promote and support the development of health behaviors in children.

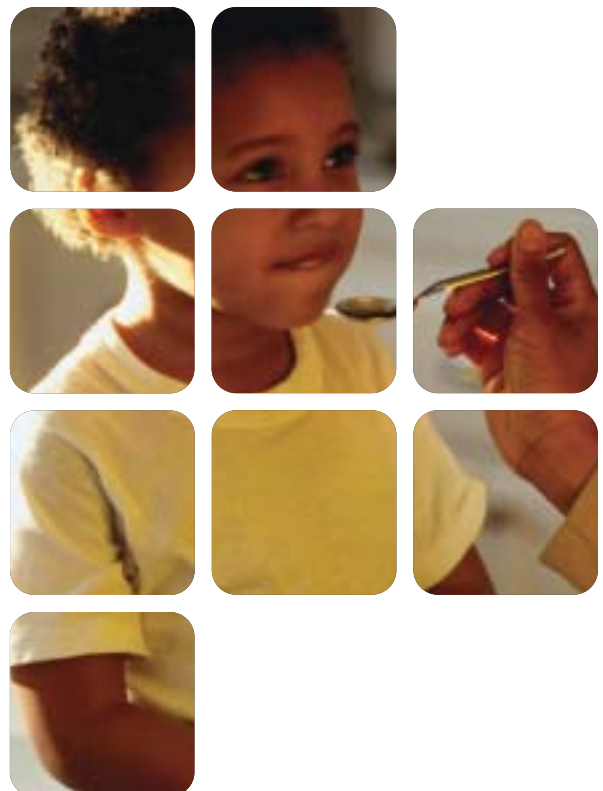
Resources

General Information:

www.kdhe.state.ks.us/lean/index.html

Implementation Guide:

www.kdhe.state.ks.us/lean/resources.html



KANSAS

Healthy Kansas

www.healthykansas.org/download/healthy_kansans_powerpoint.pdf

Program Summary

Additionally, as part of an eight-pronged health reform initiative entitled Healthy Kansas, Governor Kathleen Sebelius and Insurance Commissioner Sandy Praeger announced in November 2004 an element of their plan focused on “helping Kansans get and stay healthy.” Their announcement notes, “No health care reform effort can be successful in containing costs if it does not address the growing epidemic of childhood and adult obesity and the documented health consequences of tobacco use. The Kansas Department of Health and Environment will work with business, education, and community leaders to implement an effective statewide program to help Kansans assume greater personal responsibility for their health and wellness. The program will provide Kansans with incentives to increase their physical activity, avoid tobacco use, follow healthy diets, and seek preventive care.”

No new funding is anticipated, but a Web site has been created and includes an overview of the initiative, including the note for plans to “restructure federal resource requests and support to community coalitions to focus on primary chronic illness and disease risk factors.”



Resources

Governor's Press Release:

www.ksgovernor.org/news/docs/news_rel110904a.html

General Information:

www.healthykansas.org/

Slide Presentation on the prevention component:

www.healthykansas.org/download/healthy_kansans_powerpoint.ppt



KENTUCKY

Get Healthy Kentucky!

firstlady.ky.gov/initiatives/get_healthy_ky/

Program Summary

In July 2004, Governor Ernie Fletcher announced the Get Healthy Kentucky! initiative to address the health issues facing citizens across the Commonwealth. Governor Fletcher also appointed First Lady Glenna Fletcher to serve as a special advisor to the initiative. The Governor's announcement was part of the release of a report on the obesity epidemic in Kentucky that called upon Kentuckians to eat healthier and become more physically active to prevent and reduce the incidence of serious medical conditions and premature death.

The Get Healthy Kentucky! initiative includes the creation of an advisory committee working to gather public input and develop a plan on how Kentucky should go about meeting goals set in the Healthy Kentuckians 2010 report. This document focuses on the state's health needs, and includes reduced smoking, reduced use of illegal drugs, increased immunizations, increased access to dental care and improved pre-natal care. The commission will serve as the guiding force in pulling together existing initiatives into a stronger and more coordinated effort. The Cabinet for Health and Family Services is providing support and staffing.

Resources

General Information:

firstlady.ky.gov/initiatives/get_healthy_ky/



MINNESOTA

Year of Fitness

www.beactiveminnesota.org

Program Summary

On December 30, 2004, Governor Tim Pawlenty pronounced 2005 the Year of Fitness in Minnesota to promote fitness as a critical component of healthy living and encourage Minnesotans to “Get up. Get out. Get fit.” The first component of the initiative is “The Governor’s Fitness Challenge,” which provides an online tool for participants to log their physical activity and highlights different ways to be more active. The second component is an awards program to recognize individuals, employers, schools and others for innovative and successful approaches to promoting fitness. Finally, the governor’s office is considering a “Fit City” program to recognize cities which meet specified criteria for promoting physical activity.

The initiative partners with the Minnesota Department of Health and Be Active Minnesota, an independent non-profit organization dedicated to promoting physical activity. This partnership helps the Governor to highlight various programs and activities across the state. It is supported through existing funds; there has been no substantive special allocation or redirection of funds.



In order to determine participation, the governor’s office will be tracking the number of Minnesotans who have signed the pledge to participate in the challenge and have logged their activities on the Be Active Minnesota website.

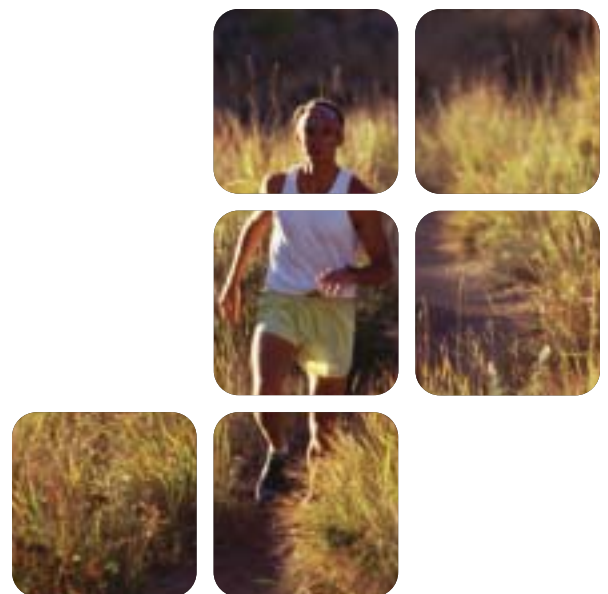
Resources

Governor’s press release:

www.governor.state.mn.us/Tpaw_View_Article.asp?artid=1207

Be Active Minnesota website:

www.beactiveminnesota.org



MISSOURI

Healthy Missourians

http://gov.mo.gov/press/HealthyMissourians_071905.htm

Program Summary

On July 19, 2005 Governor Matt Blunt launched the Healthy Missourians initiative to address the state's burden of obesity and promote healthier lifestyles across all age groups. A key component of the initiative is the engagement of the community, schools and employers. Its primary goals are to increase opportunities to adopt physical activity and healthy nutritional habits, increase the effectiveness of public messaging, and increase support for health care systems to promote behaviors that prevent and control chronic diseases.

Governor Blunt has also launched Shape Up Missouri, a fitness challenge to encourage state residents to incorporate more physical activity into their lives, which kicked off on September 26, 2005.

The effort is led by the Missouri Department of Health and Senior Services, the Governor's Council on Physical Fitness and Health, and the Missouri Council on the Prevention and Management of Overweight and Obesity. Partners include the American Heart Association and Missouri PTA.

In addition to funds from the Centers for Disease Control and Prevention, the state anticipates that additional funds will be directed towards the initiative from key partners. Partners and the state health agency will seek alternative funding sources, including foundations, to support Healthy Missourians activities. Funding to existing programs and activities around nutrition and physical activity may be redirected and leveraged to ensure broader impact of the initiative.

The Missouri Department of Health and Human Services will be coordinating with its partners to develop an implementation and evaluation plan. The plan will emphasize accountability, short-, intermediate-, and long-term data analysis, and intervention sustainability studies. The department anticipates that many components will focus on environmental and policy changes, and thus expects the Initiative to support long-term, sustainable programs. Data sources include, but are not limited to, the Behavioral Risk Factor Surveillance System (BRFSS), the Missouri County Level Study, the Pediatric Nutrition Surveillance System (PedNSS), and the School Health Profile (SHP).

Resources

Governor's press release:

http://gov.mo.gov/press/HealthyMissourians_071905.htm

"Preventing Obesity and Chronic Diseases: Missouri's Nutrition and Physical Activity Plan," available at:

www.dhss.mo.gov/Obesity/ObesityBurdenWebversion.pdf



NEW HAMPSHIRE

New Hampshire Celebrates Wellness

www.nhcw.org

Program Summary

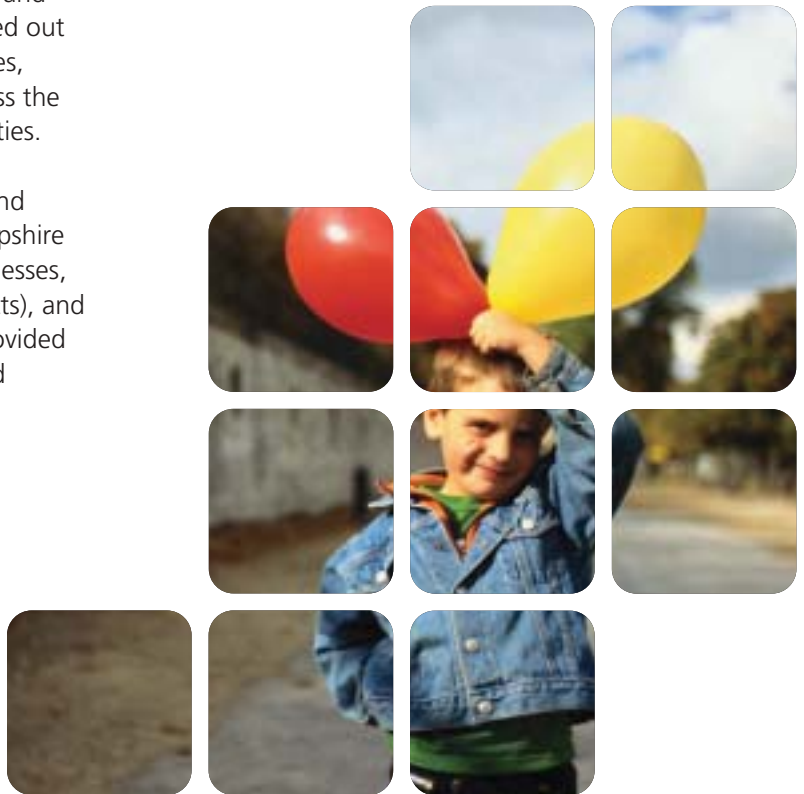
The New Hampshire Celebrates Wellness (NHCW) initiative was launched in 1986 to promote the physical, social, emotional, and spiritual health of New Hampshire residents. Its programs include "Strong Living," "March into May," "Livable, Walkable Communities," and "Smart Steps," as well as various workshops and training programs. Much of the initiatives is carried out by "wellness teams" located in schools, businesses, community organizations and senior groups across the state who develop and implement wellness activities.

Efforts are led by the NHCW Board of Directors and Advisory Board in partnership with the New Hampshire Department of Health and Human Services, businesses, schools (including Tufts University in Massachusetts), and communities throughout the state. Funding is provided by the New Hampshire Department of Health and Human Services and foundations.

Resources

The Wellness Connection, a semi-annual newsletter:

www.nhcw.org/newsletter.htm



NEW MEXICO

New Mexico On The Move

www.americaonthemove.org/Affiliates.asp?AffiliateID=20

Program Summary

New Mexico On the Move Governor's Challenge for Healthy Communities and Healthy Worksites was launched on September 1, 2004. The program ran between September 1, 2004 and March 1, 2005. Participants were to gradually increase steps by 2,000 a day and eat 100 fewer calories a day. Community leaders, mayors, civic groups, religious groups and worksites helped to promote the challenge and encouraged registration to individuals and groups in their area or workplaces. All participants who completed the six-week challenge were considered for the Governor's Award for Healthy Communities and Healthy Worksites. Criteria for the award included the percent of participants registered, percent of participants completing the six week program, and percent of participants that increased their steps at the end of six weeks.

New Mexico On the Move is an affiliate of the national initiative America On the Move. The program was administered with the help of the New Mexico Department of Health.

Resources

Launch Release:

www.americaonthemove.org/pdflinks/governors_challengeflyer.pdf

Proclamation:

www.americaonthemove.org/pdflinks/proclamation.pdf

Sample Marketing and Educational Tools

Weight management:

www.cdc.gov/nccdphp/dnpa/nutrition/pdf/rtp_practitioner_10_07.pdf



NEW YORK

Be Active New York State

www.nysphysicalactivity.org/site_beactivenys/

Program Summary

Be Active New York State is a statewide campaign to promote active living across the lifespan and is the New York State affiliate for the National America On the Move Program (AOM). AOM Affiliates strive to build health-promoting communities that support and engage individual behavior changes by encouraging Americans to walk an extra 2,000 steps a day and eat 100 fewer calories a day. Be Active New York State was launched on November 5, 2004 and is led by the Be Active New York State Office and the New York State Physical Activity Coalition. Support is received from the New York State Department of Health, private sector donations, sponsorships, and non-profit grants.

Resources

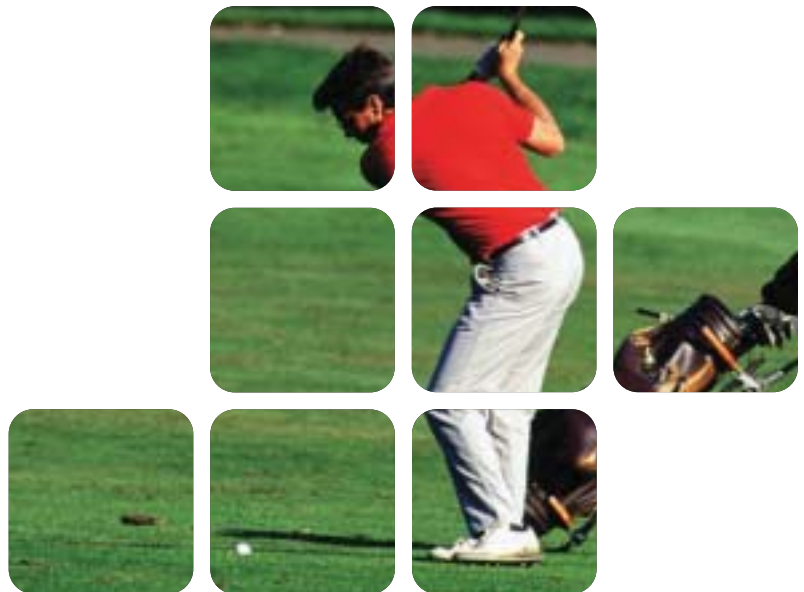
Press Release:

www.americaonthemove.org/AffiliateArticle.asp?AffiliateID=21&ArticleID=42f

Sample Marketing and Educational Tools

Physical activity resources:

www.nysphysicalactivity.org/resources



NORTH CAROLINA

Healthy North Carolina

www.healthync.com/index.htm

Program Summary

Healthy North Carolina Month was launched in September 2004 to raise awareness about health issues and encourage North Carolina citizens to engage in healthy activities. All of North Carolina's 100 counties participated by sponsoring prevention, wellness or fitness activities during this month. The program was administered by the North Carolina Department of Health and Human Services Division of Public Health, and numerous community leaders.

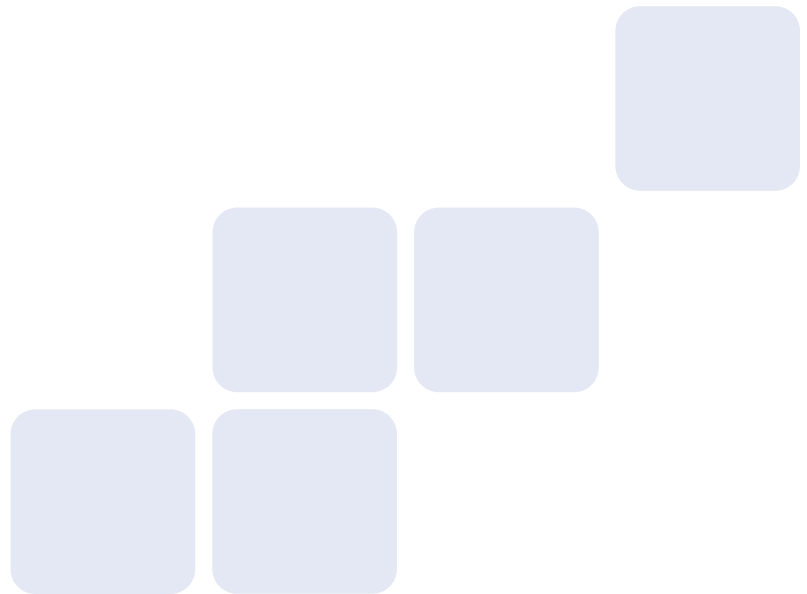
Resources

Press Releases:

www.ncgov.com/asp/subpages/news_release_view.asp?nrid=1537

www.governor.state.nc.us/News_FullStory.asp?id=1325

www.healthync.com/index.htm



NORTH CAROLINA

Winners Circle Healthy Dining Program

www.winnerscirclehealthydining.com/index.html

Program Summary

The Winner's Circle Healthy Dining Program identifies and promotes healthy menu items available in dining establishments, while promoting participating establishments. The Winner's Circle goals include 1) creating healthy eating environments within states by empowering local partners to offer various dining venues and technical assistance to identify and promote healthy menu items; 2) creating consistent, credible and easily recognized nutritional guidance for consumers in participating venues on menus, doors, menu inserts, brochures, table tents; and 3) increasing consumer demand for healthy items eaten away from home with marketing tools and local promotions. Initially piloted in two counties in 1999, the program was expanded to include the entire state of North Carolina. Winner's Circle is administered by the North Carolina Prevention Partners, the North Carolina Division of Public Health, the North Carolina Department of Public Instruction, and several local health agencies.

Resources

Press Release:

www.winnerscirclehealthydining.com/press_coverage.htm

Power Point:

www.winnerscirclehealthydining.com/presentations.htm

Brochure:

www.winnerscirclehealthydining.com/snack_lists.htm



NORTH CAROLINA

HealthSmart

http://statehealthplan.state.nc.us/nhealthsmart/nhealthsmart_overview.html

Program Summary

Governor Easley launched North Carolina HealthSmart, a statewide prevention and wellness program for state health plan members. Its components are health promotion and disease prevention, worksite wellness, and disease management. Various programs sponsored by state agencies have been planned, including the following: Health education programs and tools, such as weekly sessions, fairs, and campaigns; Health assessments and tracking tools to help identify and manage health risks; Health coaching and medical case management through telephone and in-person support from counselors and nurses; Interactive Web sites and online tools; and Access to wellness initiatives and programs to assist with lifestyle, health, fitness, and dietary improvements, such as smoking cessation programs, walking programs, exercise classes, and health food choices in cafeterias.

The initiative includes at least nine pilot wellness programs, from which the state estimates savings of \$22.5 million.

Resources

General Information:

http://statehealthplan.state.nc.us/nhealthsmart/nhealthsmart_overview.html



NORTH DAKOTA

Building A Healthy North Dakota

www.health.state.nd.us/healthyND/

Program Summary

Launched in January 2002, Healthy North Dakota is a framework supporting North Dakotans in their efforts to make healthy choices by focusing on wellness and prevention – in schools, workplaces, senior centers, homes, and anywhere people live, work and play. The mission of Healthy North Dakota is to inspire and support North Dakotans to improve physical, mental and emotional health for all by building innovative statewide partnerships.

Healthy North Dakota is led by the North Dakota Department of Health. Eight committees guide the work of the initiative in the areas of: Community Engagement, Health Disparities, Healthy Weight – Nutrition, Healthy Weight – Physical Activity, Mental Health/Substance Abuse, Third Party Payers, Tobacco, and Worksite Wellness.



Resources

Press Release:

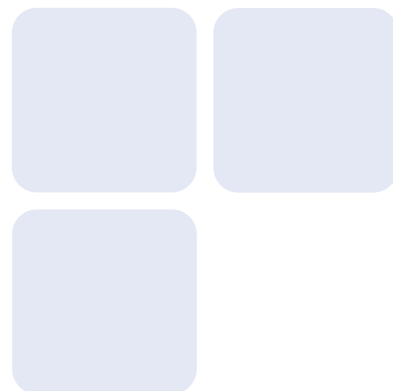
www.nddohpressroom.gov/data/mrNewsHND%20Spokesperson.pdf

Power Point:

www.ndhan.gov/data/mrFactsHealthy%20ND%20History.pdf

Fact Sheets:

www.health.state.nd.us/HealthyND/Publications.asp



Healthy Ohioans

www.healthyohioans.org

Program Summary

Healthy Ohioans is a multi-year, statewide initiative of Governor Bob Taft and the Ohio Department of Health to increase awareness of the importance of healthy lifestyles and to change unhealthy habits for healthy ones. The ultimate goal of Healthy Ohioans is to improve Ohio's chronic disease rates related to lifestyles. Healthy Ohioans focuses on encouraging all Ohioans to be physically active, to eat nutritious foods, and to prevent or stop the use of tobacco.

The program encourages participation in personal fitness and wellness activities in multiple settings where Ohioans already gather—in their workplaces, schools, social groups or community. Through the Governor's Buckeye Best Healthy Schools Awards Program, annual recognition is given to exemplary schools across Ohio that have demonstrated a commitment to health and wellness programs for their students. The Governor's Healthy Ohioans Business Council is a leadership group of 16 businesses appointed by Governor Taft to work with and encourage other Ohio businesses to adopt health and wellness programs for their employees. To encourage state employees to take small steps toward big strides for better health, every state agency will offer health and/or wellness programs for a healthier state workforce.

Additional partners of Healthy Ohioans include the American Cancer Society, the American Heart Association, the Ohio Parks and Recreation Association, and Ohio On the Move.

Resources

Buckeye's Best Schools:

www.healthyohioans.org/schools/schools.aspx

Brochure:

www.healthyohioans.org/ASSETS/BE1E8DDA3FE64AF6840196176EA4DDFE/ho05.pdf

Business Council:

www.healthyohioans.org/businesses/businesses.aspx

State Employees:

<http://das.ohio.gov/hrd/wellness/index.htm>



OHIO

Sample Marketing and Educational Tools

Healthy recipes:

www.healthyohioans.org/healthieryou/nutrtn/recipes1.aspx

Good nutrition:

www.healthyohioans.org/healthieryou/nutrtn/nutrition.aspx

Physical activity:

www.healthyohioans.org/healthieryou/physact/phys1.aspx

Weight management:

www.healthyohioans.org/healthieryou/nutrtn/weight1.aspx

Tobacco use prevention:

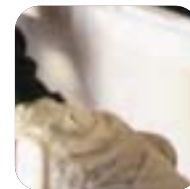
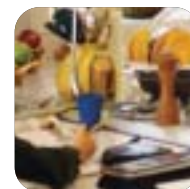
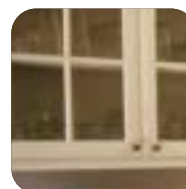
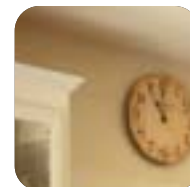
www.healthyohioans.org/healthieryou/tobacco/tob1.aspx

Community projects:

www.healthyohioans.org/healthieryou/comm/Comminfo.aspx

Radio advertisements:

www.arkansas.gov/ha/materials



RHODE ISLAND

Get Fit Rhode Island

www.getfitri.ri.gov

Program Summary

Governor Donald L. Carcieri has launched “Get Fit, Rhode Island!,” an initiative to make health and wellness programs available to state employees, and to encourage greater physical activity. The initiative, which is co-chaired by First Lady, Suzanne Carcieri, will make a wide variety of wellness programs accessible to state employees at their worksites.

Governor and Mrs. Carcieri are joined by Department of Health Director David R. Gifford, the co-chair of the steering committee overseeing the initiative, and University of Rhode Island (URI) President Robert L. Carothers. The initiative is overseen by the Department of Health and coordinated through the University of Rhode Island.

Resources

Press Release:

www.ri.gov/press/view.php?id=580

Wellness Council:

www.wwcri.org



SOUTH CAROLINA

Healthy South Carolina Challenge

www.healthysc.gov/index.asp

Program Summary

Healthy South Carolina Challenge was launched in May 2005 by First Lady Jenny Sanford with the help of the South Carolina Department of Health and Environmental Control. The initiative includes three components to motivate South Carolinians to make choices that can improve health and well being.

The Healthy South Carolina County Challenge aims to a) increase the association in the minds of South Carolinians between physical activity, BMI statistics and smoking rates with rates of chronic disease, b) generate a competitive spirit among the counties in South Carolina to result in healthy changes and healthier lives, and c) encourage collaboration and a sense of shared responsibility among different resources within a county.

The Healthy South Carolina Community Challenge's goal is to improve the overall health of the citizens of a particular community, and ultimately of the overall population of the state, through a program of statewide awards and recognition for the best efforts to improve health based upon positive outcomes achieved by: corporations, K-12 schools, higher education institutions,

faith organizations, non-profit organizations, municipal and local governments, state government agencies/entities, and hospitals and health care providers.

The Healthy South Carolina Family Fitness Challenge is an annual effort, started in 2004 to encourage South Carolinians to make healthier decisions in their daily lives. In 2005, the First Family encouraged South Carolinians to join them in a kayak tour and in 2004, the Governor and his family completed a 170 mile bike ride across South Carolina.

Resources

Press Release:

www.healthysc.gov/docs/20050812.pdf
www.healthysc.gov/docs/20050802.pdf
www.healthysc.gov/docs/SCBT_Wellness_Program.pdf
www.healthysc.gov/docs/kickoff.pdf

Sample Marketing and Educational Tools

Nutrition:

www.healthysc.gov/nutrition.asp

Physical activity:

www.healthysc.gov/physical_activity.asp

Tobacco:

www.healthysc.gov/tobacco.asp



SOUTH DAKOTA

Healthy South Dakota

www.HealthySD.gov

Program Summary

Healthy South Dakota was launched on January 31, 2005 by Governor Mike Rounds. The Healthy South Dakota Initiative is an effort to prevent obesity and the related chronic diseases. The state health agency used a \$437,000 CDC grant to bring together interested partners from across the state in regional forums to develop this statewide plan for nutrition and physical activity. They focus on five strategies including, increased physical activity, increased fruit and vegetable consumption, decreased TV viewing, increased breast-feeding, and improved quality of diet. Campaign materials are promoted and distributed through the Web site (www.HealthySD.gov), which encourages South Dakotans to "Live Better. Grow Stronger." Components include an online health journal and online resources about physical activity and nutrition. The target audience is parents, kids & teens, schools, state employees, and health professionals.

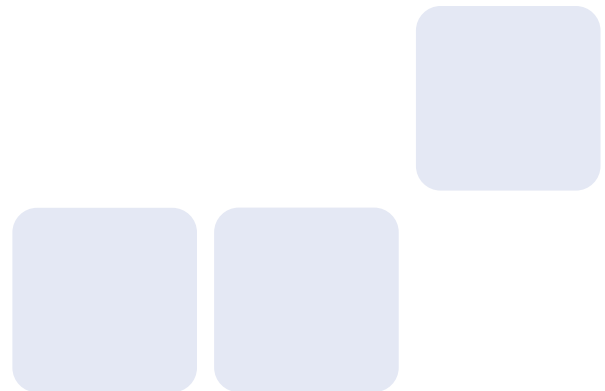
Resources

Healthy South Dakota website:

www.HealthySD.gov

Press Release:

www.state.sd.us/governor/



TENNESSEE

Better Health: It's About Time

www.tennessee.gov/health/itsabouttime/index.htm

Program Summary

"Better Health: It's About Time!" aims to raise public awareness about the importance of a healthy lifestyle, to encourage individuals to take personal responsibility for their health and well-being, and to give newborn babies a better start in life. The campaign's Web site includes fact sheets as well as a personal food diary, weekly meal planner, and exercise log. The campaign has a multimedia component, "Respect Your Health!" which encourages Tennesseans to adopt behavioral changes to reduce preventable illnesses including diabetes, heart disease, stroke and obesity. The Respect Your Health! Web site includes a personal pledge as well as registration for daily electronic nutrition and fitness tips. Respect Your Health! focuses on churches and other places of worship, with incentives for congregations that recruit pledgers.

Better Health: It's About Time! was launched in 2004 and Respect Your Health! was launched on May 20, 2005. This effort is supported by Governor Bredesen and implemented by the state health agency with support from local communities and faith-based groups.



Resources

Press release:

www2.state.tn.us/health/Newsreleases/51805.htm

It's About Time! website:

www.tennessee.gov/health/itsabouttime/index.htm

Respect Your Health website:

www.tennessee.gov/health/respectyourhealth/index.htm



A Healthier You (AHY)

www.doh.state.fl.us/Family/chronicdisease/walk_index.html

Program Summary

A Healthier You (AHY) is a legacy program of the Salt Lake Olympic Winter Games of 2002. A Healthier You 2002 was developed by partnering public and private health agencies. The purpose was to identify specific and comprehensive organizational policy information and resources for schools, worksites, and communities. Post-Olympics, the AHY Legacy Awards Program continues to build on the partnership by maintaining and expanding the AHY in schools, worksites, communities, and college/university campuses.

Resources

General Information:

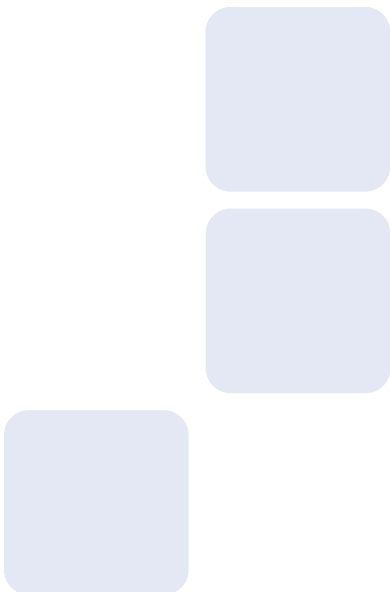
<http://health.utah.gov/ahy>

AHY Resource Manual:

http://health.utah.gov/ahy/PDFs/AHY_manual_1.pdf

AHY Booklet:

http://health.utah.gov/ahy/PDFs/ahy_booklet05.pdf



Check Your Health

www.checkyourhealth.org

Program Summary

Check Your Health is a partnership of the Utah Department of Health, Intermountain Health Care and KUTV 2 News Fresh Air (CBS affiliate). Check Your Health provides information and opportunities via the media to those who want to learn about living a healthy lifestyle. The message of Check Your Health is "Eat Healthy! Be Active!" The CYH message reaches at least 400,000 Utahns about seven times each year.

Resources

General Information:

www.checkyourhealth.org



Governor Huntsman's Work Well Initiative

www.healthyutah.org/workwell

Program Summary

Governor Huntsman's Work Well initiative gives state agencies specific ways to support the health and wellness of employees. The eight Work Well recommendations focus on environmental and policy improvements at the workplace that support and encourage public employees in making healthy food choices at work, opportunities to be physically active, and a channel to address wellness issues at the local worksite level. Twenty-eight state agencies have implemented worksite wellness councils.

Resources

General Information:

www.healthyutah.org/workwell

Governor Huntsman's Recommendations and Memorandum:

www.healthyutah.org/workwell/handouts/ww_memo.pdf

Sample Marketing and Educational Tools

Healthy Message Posters:

www.healthyutah.org/workwell/order.html

Nutrition Resources:

www.healthyutah.org/workwell/nutr.html

Physical Activity Resources:

www.healthyutah.org/workwell/pa.html



Healthy Utah

www.healthyutah.org

Program Summary

Healthy Utah is an employee wellness program available to most Public Employee Health Program (PEHP) insured subscribers and their spouses. Healthy Utah offers a variety of services and resources to improve the health and well-being of its members. These services focus on weight, diabetes, cholesterol, blood pressure, stress management, nutrition, physical activity, and tobacco cessation. Rebates are also provided to employees who stop smoking, reduce blood pressure, reduce cholesterol, reduce weight, and increase physical activity. Healthy Utah has over 28,000 members who participate in one or more program services.

Resources

General Information:

www.healthyutah.org



VERMONT

The Vermont Governor's Council On Physical Fitness And Sports

www.vermontfitness.org

Program Summary

Governor Jim Douglas, with the Governor's Council on Physical Fitness and Sports, annually recognizes businesses and institutions that provide health resources for employees. The Council is a physical activity promotion and advocacy group comprised of approximately 20 volunteers appointed by the Governor and representing a broad spectrum of Vermonters.

Businesses receive worksite wellness awards for activities such as offering comprehensive heart health programs and achieving 25 percent participation in wellness programs. Governor Douglas promotes wellness programs to the state's employers by stressing benefits such as lower health care cost, greater productivity, stronger employee retention, better hiring pools, and less absenteeism.

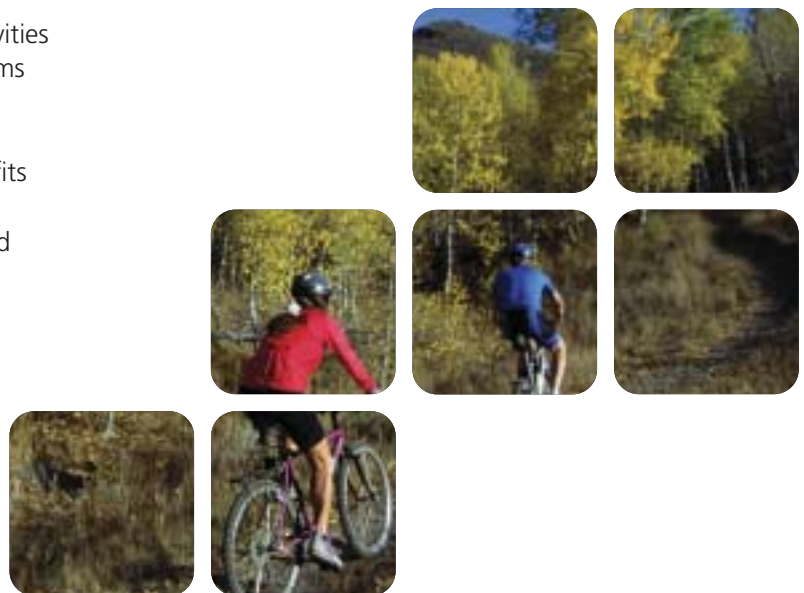
Resources

General Information:

www.vermontfitness.org

Worksite Wellness Awards:

www.vermontfitness.org/awards.html



VIRGINIA

Healthy Virginians

www.healthyvirginians.virginia.gov/

Program Summary

Healthy Virginians is an initiative to promote health and wellness and reduce health care costs by preventing and treating obesity, hypertension, and other preventable diseases. The initiative focuses on improving wellness within public schools, worksites, and Medicaid families. The two programs aimed at fostering better nutritional and physical environments for students include the Governor's Physical Activity and Nutrition Scorecard, which rewards school efforts, and expansion of Virginia's participation in the School Breakfast Program. The worksite program focuses on state employees and provides health assessments, confidential online tracking, and resources. Part of this effort includes Virginia on the Move, a walking program coordinated by the Center for Food and Nutrition Policy at Virginia Polytechnic Institute and State University. There is a report that highlights some initial successes of the worksite wellness portion of Healthy Virginians, including numbers of pedometers distributed and number of state employees completing online health assessments. For the third focus area, Healthy Virginians emphasizes preventive care and the management of chronic diseases to all families receiving Medicaid in order to improve their overall

health and help control costs. The Healthy Medicaid Families program is being developed, and will include efforts to improve access to health care services.

The initiative was launched on November 9, 2004. A statewide Healthy Virginians conference was held on November 29-30, 2004. It is supported by the state health agency and other state agencies.

Resources

Healthy Virginians website:

www.healthyvirginians.virginia.gov/

Virginia on the Move website:

www.americaonthemove.org/affiliates.asp?affiliateid=4

Summer 2005 report highlights successes of worksite wellness effort:

www.healthyvirginians.virginia.gov/Employees/WorkplaceAwards/Report2005.pdf

WASHINGTON

Washington State's Access To Healthy Foods Coalition

<http://depts.washington.edu/waaction/ahfc.html>

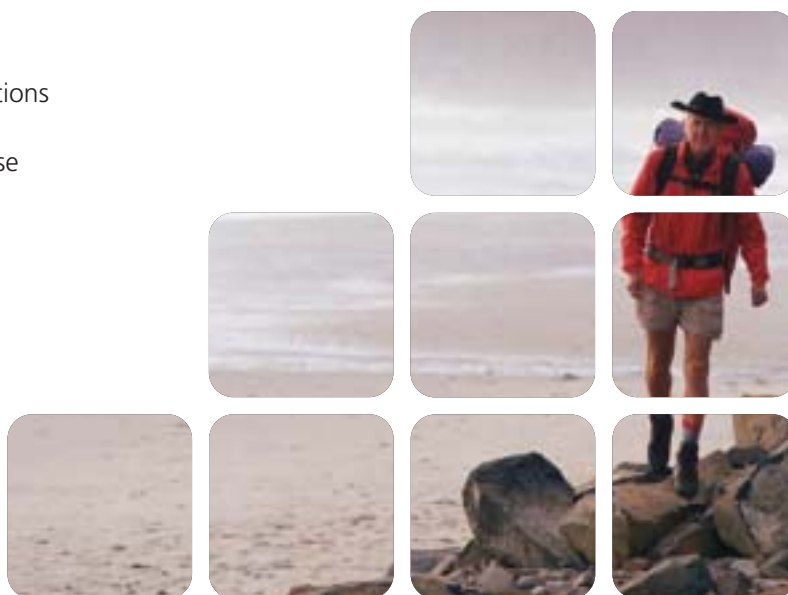
Program Summary

The Access to Healthy Foods Coalition (AHFC) brings together individuals from business, industry, public health, agriculture, and other disciplines for the purpose of working collaboratively to influence the health of Washington state residents by increasing their access to healthy foods. The goals of the AHFC are: to increase the consumption of fruits and vegetables; ensure that worksites provide healthful foods and beverages; improve access to and help build connections between nutrition programs; work together with business and industry to find creative ways to increase access to healthy foods for all Washington state residents; and ensure that schools provide healthful food and beverages.

Resources

General Information:

<http://depts.washington.edu/waaction/ahfc.html>



WISCONSIN

KidsFirst Initiative

<http://healthykids.wisconsin.gov/index.asp>

Program Summary

Governor Doyle's KidsFirst Initiative is a state plan to ensure that all kids in Wisconsin are healthy, safe, prepared for success, and supported by strong families.

Included in KidsFirst are the Governor's Healthy Kids Initiatives, which include Access to School Breakfast, Focus on Fitness, Healthy Habits for Healthy Kids, Tobacco Free Wisconsin, and Wisconsin Challenge (physical activity and obesity prevention).

The Healthy Habits for Healthy Kids educational nutrition and physical activity guide includes tips on family involvement, setting realistic goals, and food guidelines. The goal of this project is to distribute the guide to more than half of all children between the ages of 4 -12 in the state within one year. The guides are being distributed through the Women, Infants, and Children (WIC) program at the Department of Health and Family Services, the Team Nutrition Program at the Department of Public Instruction, the Wisconsin chapter of the American Academy of Family Physicians, and the Wisconsin chapter of the American Academy of Pediatricians.

KidsFirst was launched in 2003. Its Healthy Kids initiative was launched May 6, 2004. The Governor's program is supported by the state health agency, the state education agency, national provider organizations, and community groups. It is also supported by a CDC grant for \$2 million over 5 years, received in 2003.

Resources

Press release:

www.wisgov.state.wi.us/journal_media_detail.asp?prid=543

Healthy Kids Web site:

<http://healthykids.wisconsin.gov/index.asp>

Wisconsin Challenge (part of the President's Challenge):

www.wisconsinchallenge.org/

Healthy Habits for Healthy Kids educational nutrition and physical activity guide:

<http://healthykids.wisconsin.gov/story.asp>
www.bluecrosswisconsin.com/body.cfm?id=303



Notes



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