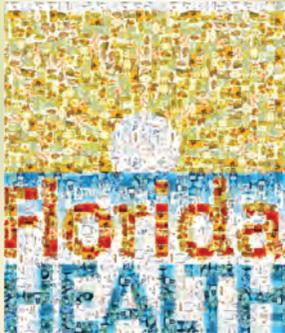


There are two ways to make a healthy promise:

1) Starting January 12th, visit any local county health department office or health event, fill out a promise card or sticky note, and attach it to the Healthy Promise community message board.

2) Upload your promise photos to the online message board at www.HealthyPromiseFL.com. On this website, you can also view inspirational photos from other Floridians who have committed to live longer and healthier lives.

Visit www.HealthyPromiseFL.com to learn more and make your healthy promise today.



For more information about Healthiest Weight Florida please visit <http://www.healthiestweightflorida.com/index.html> or connect with us:



#HealthiestWeightFL

Healthiest Weight



What is HealthiestWeight Florida?

Please use the following for the "What is Healthiest Weight Florida?" section: The No.1 public health threat that challenges the bright future of Florida is weight. In an effort to address this important public health issue that affects so many Floridians, the Department of Health launched the Healthiest Weight Florida initiative in January 2013. The overall goal is to bend the weight curve 5 percent by 2017.

Since the launch of the initiative, Florida has moved into the top 15 for states in the nation with the healthiest weight.

Healthiest Weight Florida is a public-private collaboration bringing together state agencies, non-profit organizations, businesses, and entire communities to help Florida's children and adults make consistent, informed choices about healthy eating and active living.



Did you KNOW?

Currently, only 36% of adult Floridians are at a healthy weight.

On our current trend, by 2030, almost 60% of adults will be obese.

One out of three kids are now considered obese or overweight.

The costs of care for chronic diseases from obesity alone are estimated to be \$34 billion over the next 17 years.

The overall goal of Healthiest Weight Florida is to bend the weight curve 5% by 2017.

Six out of ten children born today will be obese by the time they graduate high school.



5 strategies

to address healthy weight in Florida



1 Increase Opportunities For Physical Activity

Regular physical activity can produce long-term health benefits. People of all ages, shapes, sizes, and abilities can benefit from being physically active. The more physical activity you do, the greater the health benefits. Being physically active can help control weight, reduce the risk of cardiovascular disease, reduce the risk of type 2 diabetes, reduce the risk of some cancers, strengthen bones and muscles, improve mental health and mood, improve ability to do daily activities and prevent falls in older adults, and increase the chances of living longer.



2 Make Healthy Food Available Everywhere

A number of factors can determine what people eat, but access to healthy food and beverages has a major influence. Finding healthy food is not always convenient. Studies have found that people buy food that is readily available, and today, it is often the case that communities with the highest rates of obesity are places where residents have fewer opportunities to conveniently purchase affordable nutritious food.



3 Promote Health In The Worksite

Sticking to a healthy lifestyle while at work can be difficult. Now that many people are spending most of their day sitting at a desk or inside an office, implementing health programs inside the workplace has become a vital piece of the healthy lifestyle puzzle. Effective workplace programs, policies, and environments that are health-focused and worker-centered have the potential to significantly benefit employers, employees, their families, and communities.



4 Strengthen Schools As The Heart Of Health

Schools are uniquely positioned to be a national focal point for healthy weight promotion because children spend up to half of their waking hours in school. Children also consume between one-third and one-half of their daily calories in the school setting.



5 Market What Matters For A Healthy Life

When the messages around us focus on health, it becomes easier to think about making healthy choices. Healthiest Weight Florida seeks to make useful health information and advice available through campaigns, social media, and other resources.



Healthy Promise Florida

Healthy Promise Florida is a campaign sponsored by the Florida Department of Health to encourage residents in Florida to make more informed choices about healthy eating and active living this year.

The number one public health threat to Florida's future is unhealthy weight. Currently, only 36 percent of Floridians are at a healthy weight. On our current trend, by 2030, almost 60 percent will be obese. Additionally, six out of ten children born today will be obese by the time they graduate high school.

Part of the solution to this challenge is community support, and that's where you and the Healthy Promise campaign fit in. Everyone can be part of the Healthy Promise campaign.

