

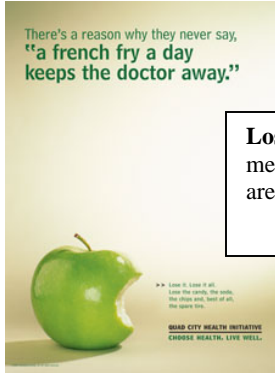


Choose Health Live Well



Choose Health. Live Well.

The Wellness Champions of the Quad City Health Initiative want the community to “Choose Health. Live Well.”, by making healthy decisions regarding nutrition and exercise. As part of this goal, the team has been working to raise awareness of the behaviors that can reduce risk factors for cardiovascular disease including:



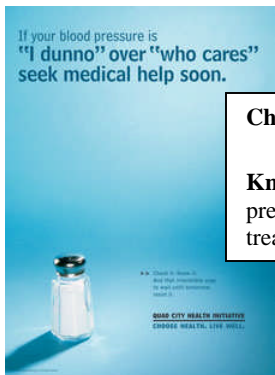
Lose It. Eat well-balanced meals. Reduce calories if you are overweight.



Move It. Accumulate at least 30 minutes of activity most days of the week.



Quit It. If you smoke, stop.



Check It. Get regular checkups.
Know It. Know your numbers, blood pressure and cholesterol. If high, get them treated.



Chill It. Improve your mental and spiritual health, control your stress.

With the help of advertising agency Jacobs-Thoms, Quad City Health Initiative translated these messages into posters, payroll stuffers and email formats that can be used at worksites to promote community wellness. The Quad City Health Initiative has also been working through the Genesis Parish Nurse Program and the Trinity Parish Nurse Program to promote these messages in churches across the Quad City area. And, the following media partners have used the “Choose Health. Live Well.” materials as public service announcements: Rock Island Argus/Moline Dispatch, KWQC TV 6, Mediacom/OnMedia, WHBF CBS 4, and WQAD NewsChannel8.

The “Choose Health. Live Well.” materials garnered two Gold and two Silver Addy awards from the Quad City Ad Federation as well as Bell Awards in Best of Division (employee communications) and Best of Show at the Milwaukee Business Marketing Association.

Organizations interested in using the “Choose Health. Live Well.” materials at their worksites are encouraged to contact Jo Nicholson of Genesis Occupational Health, 563-324-0696. Any other organizations interested in joining the “Choose Health. Live Well.” campaign should contact the QCHI office at 563-421-2826.