



CONTACT:
Nicole Carkner, QCHI, 563-421-2815

For Immediate Release
May 21, 2008

Quad City Health Initiative Celebrates Partners in the *Choose Health Live Well* Campaign

In celebration of National Employee Health and Fitness Day, May 21, 2008, the Wellness Champions of the Quad City Health Initiative are recognizing organizations that have agreed to participate in the *Choose Health Live Well* campaign.

The *Choose Health Live Well* materials were made available free of charge to local organizations two years ago through Genesis Occupational Health, Trinity Work Fitness (now Concentra), the Genesis Parish Nurse Program and the Trinity Parish Nurse Program. Last year QCHI recognized 55 employers, churches and media partners for their work in using and promoting the campaign. This year the team is recognizing 14 partners who have joined the campaign over the last year:

Asbury United Methodist Church	Bettendorf, Iowa
Bettendorf Presbyterian Church	Bettendorf, Iowa
Christ United Methodist Church	East Moline, Illinois
Community of Joy United Methodist Church	Bettendorf, Iowa
First Lutheran Church	Maquoketa, Iowa
First Lutheran Church	Geneseo, Illinois
First Lutheran Church	Moline, Illinois
First Presbyterian Church	Morrison, Illinois
Grace Lutheran Church	Knoxville, Illinois
Scott County Health Department	Davenport, Iowa
St. Malachy Catholic Church	Geneseo, Illinois
St. Matthew Lutheran Church	Davenport, Iowa
Trinity Lutheran Church	Davenport, Iowa
Trinity Lutheran Church	Moline, Illinois

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 risk factors for cardiovascular disease. The *Choose Health Live Well* messages encourage individuals to:

Move It. Accumulate at least 30 minutes of activity most days of the week.
Lose It. Eat well-balanced meals. Reduce calories if you are overweight.
Check It. Get regular checkups.
Know It. Know your numbers, blood pressure and cholesterol. If high, get them treated.
Quit It. If you smoke, stop.
Chill It. Improve your mental and spiritual health, control your stress.

Developed in partnership with the advertising agency Charleston-Orwig, 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.

In QCHI's 2002 Community Health Assessment, obesity, high blood pressure and high cholesterol (all risk factors for cardiovascular disease) emerged as critical issues for the health of our region. Since December 2002, the Wellness Champions team has been working to reverse these trends by promoting daily exercise, nutrition and regular screenings for health risk factors. The Wellness Champions team includes about 69 individual representatives from 50 organizations across the Quad City community. The Wellness Champions were previously known as the Wellness Warriors.

The Quad City Health Initiative (QCHI) is a community partnership in active pursuit of a healthier community. The Initiative seeks to be a catalyst for improving the health and overall quality of life within the Quad City community. The Initiative raises awareness of health issues, encourages or creates projects to address gaps in health services and fosters community collaboration in all aspects of health. Major financial sponsors of the Initiative are Trinity Regional Health System and Genesis Health System. Alcoa provides additional sponsorship in 2008. For more information or to join the efforts of the Quad City Health Initiative, please call 563-421-2815 or visit our website at www.qchealthinitiative.org.

###