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

In celebration of National Employee Health and Fitness Day, May 16, 2007, the Wellness Champions of the Quad City Health Initiative held a recognition ceremony this morning for those 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 employers one year ago through Genesis Occupational Health and Trinity Work Fitness. Since that time over 34 employers have accessed the materials for use in employee wellness programs. In addition, the *Choose Health Live Well* materials are in use by 16 churches affiliated with the Genesis Parish Nurse program and the Trinity Parish Nurse Program. And, five media partners are using the *Choose Health Live Well* messages as part of public service campaigns. [A list of all partners recognized appears at the end of this release.]

The Wellness Champions of the Quad City Health Initiative want the community to *Choose Health Live Well* by making healthy decisions regarding diet 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 have 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 80 individual representatives from 59 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. Additional sponsorship in 2007 is provided by Modern Woodmen of America. 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.

The following organizations were recognized for their participation in the *Choose Health Live Well* campaign.

Alcoa	Lafarge North America
Army Corps of Engineers	Lee Enterprises
Bethany for Children and Family	Lujacks
Bi State Regional Commission	Lutheran Church East Side Mission
Carleton Life Support	Mediacom/OnMedia
Child Abuse Council	MetroLINK
City of Moline	Mississippi Bend Area Education Agency
City of Rock Island	Mississippi Valley Regional Blood Center
First Baptist Church	Nichols Aluminum
First Congregational Church	Norcross
First Evangelical Free Church	Our Lady of Victory
First Lutheran Church of Erie	Performance Food Group
First Presbyterian Church (Davenport)	Rock Island Argus/Moline Dispatch
First Presbyterian Church (East Moline)	Rock Island County Health Department
Genesis Parish Nurses	Russell Construction
Grace Lutheran Church	Sacred Heart Cathedral
Grace United Methodist Church	SJ Smith
Group Services	SkipALong Trinity Employee Child Care
Guardian Inc.	St. Johns Lutheran Church
Harrington Signal Inc.	St. Paul Lutheran Church
Heart of America Restaurants & Inns	The Alverno
Hill & Valley	Tri State Company
Holy Cross Lutheran Church	Trinity Lutheran Church
Isabel Bloom	United Church of Woodhull
Isle of Capri (Bettendorf)	VonHoffmann
Katun	WHBF CBS 4
KJWW	WQAD NewsChannel 8
KWQC TV 6	
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