



News Release

April 8, 2009

Media Contact: Pamela Davenport
(801) 468-2757
(801) 209-0986

Salt Lake Valley Health Department Launches New Initiative – *For the Health of It!*

Community-based campaign stresses difference one small change can make for health

(Salt Lake County) - Salt Lake County Mayor Peter Corroon and the Salt Lake Valley Health Department (SLVHD) today announced a new health initiative aimed at helping individuals make small behavior changes to help yield healthy results. The goal of the department-wide initiative, *One Small Change – For the Health of It*, is to encourage residents to make one healthy change this year.

“Improving your health does not have to turn your life upside down,” said Mayor Corroon. “The benefit of the One Small Change campaign is that making a small and achievable change helps people to see positive impacts on personal health.” And with one successful change comes the confidence to continue on a healthier path.

Salt Lake Valley Health Department Director Gary Edwards addressed the need for county residents to take more control of their health outcomes by implementing the small changes that can add up to a healthier life.

“A staggering 58% of Salt Lake County residents are overweight or obese, and 53% are not adequately physically active,” explained Gary Edwards. “Being overweight or obese increases the risk of many health conditions such as high cholesterol, hypertension, diabetes, coronary heart disease, and some cancers.”

The key message of the *One Small Change – For the Health of It* campaign is that making small changes does not have to be tough. Changes encouraged include choosing healthier food options, flossing your teeth, always wearing a seatbelt, wearing sunscreen and walking after dinner.

The One Small Change campaign does not stop with encouraging healthy behavior changes limited to diet and physical activity. Making small environmental changes can also have an important impact on personal and community health. Because of this, One Small Change is also encouraging residents to make changes such as talking public transportation whenever possible, riding a bike to work, switching to energy efficient light bulbs or properly recycling household waste.

-more-

“We should all strive to make one small environmental change for our health and the health of our community,” said Royal DeLegge, SLVHD director of environmental health. “The Salt Lake Valley struggles with air quality both during the winter and summer months and small changes like carpooling, taking public transportation and limiting car travel can impact your health by helping the air you breathe.”

During the event Edwards unveiled campaign materials that will be used to promote the initiative, including a 4-minute YouTube video. The community-based campaign is utilizing several forms of social media, including YouTube, to help spread the word. In addition to promoting the One Small Change video, SLVHD is promoting the campaign through Twitter and Facebook and Flickr.

To learn more about the *One Small Change – For the Health of It* campaign and its use of social media, visit www.slvhealth.org.

###