



PRESS RELEASE

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There's a New Movement Afoot to address Childhood Obesity in Shasta County. It's Called Healthy Shasta!

First 5 Shasta

McConnell
Foundation

Mercy Medical
Center

Shasta County
Public Health

Shasta Family
YMCA

Turtle Bay
Exploration Park

Shasta County, CA- Obesity rates are skyrocketing across the nation, and the alarming number of overweight children with adult diseases such as type II diabetes and high blood pressure are on the rise. A group of organizations— Mercy Medical Center, Shasta County Public Health, Shasta Family YMCA, First 5 Shasta, Turtle Bay Exploration Park, and McConnell Foundation— launched a movement to combat adult and childhood obesity in Shasta County. **This movement is Healthy Shasta.**

The goal of Healthy Shasta is to engage Shasta County families in daily physical activity and healthy eating by making better choices that lead to healthy changes. It also strives to create community-wide movement to increase healthier options since people are more likely to make healthy choices when convenient, enjoyable and affordable options are easily available.

Healthy Shasta's tips to achieve "Better Choices, Healthy Changes" for children, youth and adults include:

- Be physically active every day (walking is one great option!);
- Eat a wide variety of fruits and vegetables;
- Make healthy choices and limit portion sizes when eating out;
- Limit/eliminate soda and sugar-sweetened beverages;
- Reduce time spent watching TV.

- more -



Tips will be promoted through a county-wide advertising campaign (including newspaper, billboards, radio, television, and more), and a walking and nutrition campaign. Healthy Shasta invites you to join the movement by helping to create more healthy options where you live, work and play. Stay tuned for the latest Healthy Shasta buzz!

For more information, contact Healthy Shasta at 229-8243 and visit our website at www.healthyshasta.org.

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