
NEWS RELEASE

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State health department urges Missourians to “Live Like Your Life Depends On It”

Healthy choices can help prevent chronic diseases and early death

Live like your life depends on it. That’s the advice the Missouri Department of Health and Senior Services has for Missourians who want to live longer, healthier lives. The message is part of a new public education campaign being sponsored by the state health department and dozens of other health-related groups throughout the state.

The campaign urges people to make healthy lifestyle choices to prevent and control chronic diseases such as heart disease and diabetes. Nearly seven out of 10 deaths in Missouri are caused by chronic diseases.

“There are many things we can do to prevent or better manage chronic diseases to not only live longer, but also enjoy a better quality of life,” said Jane Drummond, director of the state health department.

The Live Like Your Life Depends On It campaign is the health department’s newest effort to encourage Missourians to make choices that will help them stay healthy throughout their lives. It builds on the Healthy Missourians Initiative launched two years ago by the Governor. That initiative focuses on reducing and preventing obesity in Missouri – a major goal of the new campaign.

The new campaign urges Missourians to:

- **Eat smart** – make healthy food choices, including fruits and vegetables and whole grains
- **Move more** – get more physical activity, at least 30 minutes on most days
- **Maintain a healthy weight** – keep weight at a healthy level by making smart food choices and getting more physical activity
- **Be tobacco free** – avoid tobacco and secondhand smoke
- **Get recommended health screenings** – talk to a health care provider about tests for high blood pressure, high cholesterol, diabetes, colorectal cancer as well as breast and cervical cancer for women

Making healthier choices can help reduce the risk factors, such as high blood pressure, high cholesterol and obesity, that can lead to a number of chronic diseases including heart disease, stroke, diabetes, cancer, asthma and arthritis.

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“Regular checkups and health screenings help doctors discover and treat risk factors and chronic diseases at an early stage when they can be treated more effectively,” Drummond added.

The Live Like Your Life Depends On It campaign was developed by the Live Well Message Alliance, a group of health-related organizations throughout the state, including the Missouri Department of Health and Senior Services.

More information can be found at www.dhss.mo.gov/ChronicDisease/Campaign.

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