

# Calendar of Health Events

Promote the *Live Like Your Life Depends On It* campaign by incorporating campaign materials into monthly health theme activities.

## April

### National Public Health Week\*

For more than a decade, communities around the country have celebrated National Public Health Week each April to help protect and improve our nation's health. Good health is built on a foundation of healthy choices. Missourians must make better health choices if they want to live longer, healthier lives. Missouri residents should be encouraged to make lifestyle choices that will improve their well-being and help prevent the state's leading causes of premature death and disability – heart disease, stroke, diabetes and some types of cancer.



During Public Health Week, the Missouri Department of Health and Senior Services encourages the use of the following *Live Like Your Life Depends On It* campaign messages to urge Missourians to make healthier choices:

- Eat smart. A healthy diet should include plenty of fruits and vegetables, whole grains, and low-fat or fat-free milk and milk products.
- Move more. Health experts recommend being active 30 minutes or more on most days of the week.
- Be tobacco free. Avoid smoking and breathing secondhand smoke.
- Get recommended health screenings. Health screenings can detect problems early when they can be more easily and successfully treated. Recommended screenings include tests for high blood pressure, high cholesterol, diabetes, colorectal cancer, and – for women – breast and cervical cancer.
- Maintain a healthy weight. Eating right and being physically active can help prevent obesity.

Each year the National Public Health Association develops a National Public Health Toolkit that provides ideas for specific daily themes during Public Health Week. This toolkit and other promotional materials can be accessed at <http://www.nphw.org/>.

Missouri Public Health Week promotional materials are made available each year during March and April at <http://health.mo.gov/living/lpha/resources.php>.

### Suggested Activities

- Hold an open house to introduce health services available to clients. Distribute the *Live Like Your Life Depends On It* message cards and display posters at the event.
- Promote a different *Live Like Your Life Depends On It* message for each day of the week by coordinating community activities, radio spots, newsletter articles, etc.

**To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))**

<p><b>For more information on National Public Health Week</b></p>	<p><b>For promotional materials for Missouri Public Health Week</b></p>
<p>American Public Health Association 800 I Street, NW Washington, DC 20001-3710 202-777-APHA <a href="http://www.nphw.org/">www.nphw.org/</a></p>	<p>Center for Local Public Health Services Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-751-6170 <a href="http://health.mo.gov/living/lpha/resources.php">http://health.mo.gov/living/lpha/resources.php</a></p>
	<p><b>For more information on <i>Live Like Your Life Depends On It</i></b></p>
	<p>Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free <a href="http://lifedependsonit.com/">http://lifedependsonit.com/</a></p>

**National Cancer Control Month  
National Minority Cancer Awareness Week\*\***

During National Cancer Control Month, we honor cancer victims and survivors; raise awareness of the impact cancer has on our citizens; and underscore our commitment to battling this deadly disease. Cancer Control Month highlights advances in fighting cancer. This includes prevention, early detection, and treatment of cancer. Early diagnosis saves lives by identifying cancers when they are most curable. Five-year relative survival rates for common cancers such as breast, prostate, colorectal, cervical, and melanoma of the skin are 90-100 percent, if they are discovered and treated before spreading beyond the organ where the cancer began. Screening for several cancers has been shown to be effective but is underutilized. According to the American Cancer Society, one-third of cancer deaths can be prevented through lifestyle changes such as:

- Eliminating tobacco use and avoiding secondhand smoke.
- Improving dietary habits.
- Exercising regularly, about 30 minutes a day.
- Maintaining a healthy weight.
- Avoiding exposure to the sun’s rays.
- Obtaining cancer-screening tests.

**Suggested Activities**

- Solicit local faith-based organizations to promote National Cancer Control Month by including information on cancer screening and lifestyle changes that prevent cancer in their weekly church bulletins during the entire month of April. One week they could attach the *Live Like Your Life Depends On It* Screening Card or extract information from the screening card regarding cancer screenings to insert in their bulletin. Another week they could attach



the *Live Like Your Life Depends On It* Health Failing message card to their bulletin and/or post the Health Failing poster where members will see it. During National Minority Cancer Awareness Week, they could distribute the *Live Like Your Life Depends On It* Exam Table message card and/or display the Exam Table 2 poster. They could also promote Spring Turn Off the TV Week by distributing the *Live Like Your Life Depends On It* Hours of TV message card and/or displaying the Hours of TV poster. If the faith-based organization has a parish nurse, ask them to consider scheduling a special time when members could discuss cancer screenings with the parish nurse, or ask the parish nurse to discuss important cancer screenings during other consultations.

- Distribute *Live Like Your Life Depends On It* screening cards to local primary care physicians and encourage them to be sure their patients are getting important cancer screenings as well as other important health screenings.
- Use the *Live Like Your Life Depends On It* newsletter article, Make Time to Care for Your Health, to develop and publish an article promoting cancer screenings and lifestyle changes to prevent cancer. Include a reference to the *Live Like Your Life Depends On It* website (<http://lifedependsonit.com/>) for information on making healthy lifestyle choices. Include information on eligibility for free breast and cervical cancer screening available through Missouri’s Show Me Healthy Women program along with a list of local providers. More information on Missouri’s Show Me Healthy Women program can be found at <http://health.mo.gov/living/healthcondiseases/chronic/showmehealthywomen/index.php>. If publishing in the St. Louis metropolitan area, include information on free colorectal cancer screening available through the Missouri Screen For Life (MSFL) colorectal screening program. The MSFL program is a Centers for Disease Control and Prevention demonstration project that focuses on colorectal cancer screening in St. Louis. .

**To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))**

For more information on National Cancer Control Month	For more information on Cancer				
<p>American Cancer Society 250 Williams Street NW Atlanta, GA 30303 800-227-2345 <a href="http://www.cancer.org/docroot/MED/content/MED_1_Cancer_Calendar.asp">www.cancer.org/docroot/MED/content/MED_1_Cancer_Calendar.asp</a></p> <p><b>Local Offices:</b></p> <table border="0"> <tr> <td>Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 571-334-9197 571-334-5115 Fax</td> <td>Joplin 2700 McClelland Blvd. Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax</td> </tr> <tr> <td>Chillicothe 2881 Grand Drive, Suite B Chillicothe, MO 64601 660-707-0547 660-646-5238 Fax</td> <td>Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1371 Fax</td> </tr> </table>	Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 571-334-9197 571-334-5115 Fax	Joplin 2700 McClelland Blvd. Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax	Chillicothe 2881 Grand Drive, Suite B Chillicothe, MO 64601 660-707-0547 660-646-5238 Fax	Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1371 Fax	<p>Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2845 573-522-2899 Fax <a href="http://health.mo.gov/living/healthcondiseases/chronic/chronicdisease/cancer.html">http://health.mo.gov/living/healthcondiseases/chronic/chronicdisease/cancer.html</a></p>
Cape Girardeau 106 Farrar Drive, Suite 104 Cape Girardeau, MO 63701 571-334-9197 571-334-5115 Fax	Joplin 2700 McClelland Blvd. Bldg. A, Suite 110 Joplin, MO 64804 417-627-7500 417-782-2348 Fax				
Chillicothe 2881 Grand Drive, Suite B Chillicothe, MO 64601 660-707-0547 660-646-5238 Fax	Sikeston 201 N. New Madrid Sikeston, MO 63801 573-471-1823 573-471-1371 Fax				

Columbia  
1900 N. Providence  
Suite 105  
Columbia, MO 65202  
573-443-1496  
573-442-9955 Fax

Hannibal  
2910 St. Mary's, Suite 1  
Hannibal, MO 63401  
573-221-4660  
573-221-3326 Fax

Jefferson City  
2413 Hyde Park Rd.  
Jefferson City, MO 65109  
573-635-4821  
573-635-7821 Fax

Springfield  
3322 S. Campbell Ave.  
Suite P  
Springfield, MO 65807  
417-881-4668  
417-881-7955 Fax

St. Louis  
4207 Lindell Blvd.  
St. Louis, MO 63108  
314-286-8100  
314-286-8160 Fax

## Spring National Turn Off the TV Week\*\*\*

(National Turn Off the TV Week is also celebrated in the fall)

The purpose of Turn Off the TV Week is to encourage families to take an extended break from watching television and use the time normally spent in front of the television screen to explore other activities. Trading TV time for physical activity is not only good for your health, it is a good way for families to spend time together. Families can ride bikes, play games, plant a garden, take walks or participate in sports. Watching less television could help prevent obesity and other serious diseases. Research shows that an increase in sedentary behavior, such as television viewing, contributes to unhealthy weight gain and increases the risk for developing cardiovascular disease, type 2 diabetes, high blood pressure, and other chronic diseases. Studies also have shown that children who watch a lot of television don't perform as well in school.



The American Academy of Pediatrics recommends the following television time:

- Children under two years of age should not be watching television.
- Children over two years of age should watch no more than two hours of television per day.
- Adults should set a good example for children by limiting their own television use.

### Suggested Activities:

- Ask a local newspaper to promote Turn Off the TV Week by publishing the *Live Like Your Life Depends On It* Moving More Can Improve Your Health or Move More newsletter articles. Encourage physical activity by providing a list of local opportunities that the whole family can get out and participate in (i.e., gyms, libraries, walking trails, or malls that allow walking even in hot weather).
- Solicit local schools to promote Turn Off the TV Week. Principals, teachers and school librarians traditionally support the turn off concept and will often organize a turn off in their class or institution. Organizing schools is also a good way to reach the community because students will often involve their parents and siblings. Teachers tend to be strong proponents of turn offs. Many have seen the cumulative effects of excessive screen-time on their

students and are all too familiar with shortened attention spans and the decline of reading skills. Schools could use the *Live Like Your Life Depends On It* Hours of TV message card or poster to promote their activities. They could also distribute a brochure developed by the Missouri Coordinated School Health Coalition titled, *Missouri Families Eating Smart and Moving More*, available in English and Spanish. This brochure and other school resources can be found at <http://www.healthykidsmo.org/resources/index.htm>.

- Ask a local mall to sponsor a family walk week to promote walking opportunities at the mall. This could include prizes for those who walk the most during the week or on a particular day or eligibility for a prize if a specific walk is completed. The event could include displays by local bookstores, roller skating rinks, sporting goods stores, gyms, recreation centers, dance/martial arts studios, theaters, art galleries, etc., promoting their activities that involve the entire family, especially those that can be done during the hot summer months. The *Live Like Your Life Depends On It* Hours of TV message card and/or poster could be used to promote the event.
- Ask a local library to develop a schedule of special events during Turn Off the TV Week, such as evening workshops, storytelling, or readings. Suggest that they distribute and create a special display of books highlighting alternative activities and the problems of excessive screen-time. Libraries could use the *Live Like Your Life Depends On It* Hours of TV poster to promote their event(s).
- Solicit local faith-based organizations to promote Turn Off the TV Week along with their promotion of National Cancer Control Month by including information on cancer screening and lifestyle changes that prevent cancer in their weekly church bulletins during the entire month of April. Provide a link to the *Live Like Your Life Depends On It* website at <http://lifedependsonit.com/> for helpful information on changing lifestyle behaviors.

**To access resources from the *Live Like Your Life Depends On It* Campaign ([click here](#))**

<p><b>For more information on National Turn Off the TV Week</b></p>	<p><b>For more information on Physical Activity</b></p>
<p>Center for Screen Time Awareness 1200 29th Street, N.W. Lower Level #1 Washington, D.C. 20007 202-333-9220 <a href="http://www.screentime.org/index.php?option=com_content&amp;task=view&amp;id=12&amp;Itemid=8">www.screentime.org/index.php?option=com_content&amp;task=view&amp;id=12&amp;Itemid=8</a></p>	<p>Health Promotion Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 866-726-9926 Toll free <a href="http://health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php">http://health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php</a></p>
	<p><b>For more information on Coordinated School Health</b> Missouri Coordinated School Health Coalition <a href="http://www.healthykidsmo.org/">www.healthykidsmo.org/</a></p>

Health observances were obtained from the National Health Information Center’s National Health Observances at <http://www.healthfinder.gov/nho/>.

- \* The exact dates for National Public Health Week can be found on the National Health Information Center's National Health Observances website at <http://www.healthfinder.gov/nho/>.
- \*\* The exact dates for National Minority Cancer Awareness Week can be found on the American Cancer Society website at [http://www.cancer.org/docroot/MED/content/MED\\_1\\_Cancer\\_Calendar.asp](http://www.cancer.org/docroot/MED/content/MED_1_Cancer_Calendar.asp).
- \*\*\* The exact dates for Spring National Turn Off the TV Week can be found on the Center for Screen Time Awareness website at [http://www.screentime.org/index.php?option=com\\_content&task=view&id=12&Itemid=8](http://www.screentime.org/index.php?option=com_content&task=view&id=12&Itemid=8).