

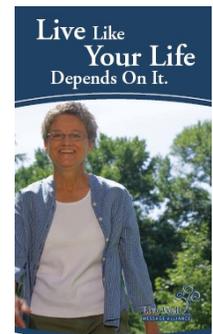
Calendar of Health Events

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

January

Healthy Weight Week*

Healthy Weight Week is a time to remind people of the value of a healthy, nondiet lifestyle and help them move ahead to improve their lives in lasting ways. These strategies include living actively, eating normally, and relaxing and feeling good about themselves and others. It celebrates normal habits that prevent eating and weight problems, rather than intensifying them. Traditionally, Americans begin a diet the first week in January and "blow it" the second week. Healthy Weight Week is a time to stop dieting for good and establish healthy eating and physical activity habits. It's a welcome change from the dieting and bingeing that typically begin the New Year! This is especially important now that more Americans than ever are overweight.



"Who said life shouldn't be a walk in the park?"

Suggested Activities:

- Ask a local newspaper to promote Healthy Weight Week by publishing the *Live Like Your Life Depends On It* Maintaining a Healthy Weight newsletter article. Consider including a list of community resources for sensible and safe weight loss programs, cooking classes and various physical activity programs.
- Coordinate a presentation at a local senior center on ways for seniors to live an active lifestyle, eat normally, reduce stress, and feel good about themselves and others. Invite a physical therapist to demonstrate physical activities appropriate for seniors. Promote the event using the *Live Like Your Life Depends On It* Move More message card or poster. Information on healthy eating and physical activity for healthy weight can be found on the Centers for Disease Control and Prevention's website at <http://www.cdc.gov/healthyweight/index.html>.
- Partner with a local business to host a lunch-n-learn to encourage employees to make wise New Year's resolutions. Reinforce the *Live Like Your Life Depends On It* campaign messages of Eat Smart and Move More and their relation to lowering chronic disease risk. Use the *Live Like Your Life Depends On It* Eat Smart and Move More message cards or posters to promote the event. Guidance on what is a healthy weight and community resources for sensible and safe weight loss programs, cooking classes and various physical activity programs can be found on the *Live Like Your Life Depends On It* website at <http://health.mo.gov/living/wellness/lifedependsonit/index.php>, select the "Eat Smart" and "Move More" sections.

| For more information on Healthy Weight | For more information on Nutrition and Physical Activity |
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| <p>U.S. Department of Health and Human Services Centers for Disease Control and Prevention Division of Nutrition, Physical Activity and Obesity www.cdc.gov/nccdphp/dnpa/healthyweight/index.htm</p> <p>Healthy Weight Network 402 South 14th Street, Hettinger, ND 58639 701-567-2646 www.healthyweight.net/hww.htm</p> | <p>Bureau of Community Health and Wellness Missouri Department of Health and Senior Services P.O. Box 570 Jefferson City, MO 65102-0570 573-522-2820 http://health.mo.gov/living/wellness/nutrition/index.php http://health.mo.gov/living/wellness/nutrition/nutritionphysicalactivity/index.php</p> |

* The exact date for Healthy Weight Week can be found on the Healthy Weight Network website at www.healthyweight.net/hww.htm.