mayor's healthy hometown movement news
Louisville, Kentucky

November 25, 2009 Vol. V, Issue 10

Healthy Hometown Advisory Council Meeting Scheduled for January 7th

Ring in the Healthy New Year at our next **Healthy Hometown Advisory Council Meeting, January 7, 10:00 am at the Forum at the Department of Public Health & Wellness, 400 East Gray Street,** Mayor Abramson will be on hand to start the New Year out right by presenting our 2009 Leadership Awards to those volunteers who have really stepped up this year. RSVP to mary.bradley@louisvilleky.gov.

Worksite Wellness Conference Takes Shape

The third is a series of Worksite Wellness Conferences presented by the Healthy Hometown Worksite Wellness committee will be held on Friday, March 5th at the Baptist Hospital East Conference Center. The morning program will include presentations by industry professionals, informational booths and opportunities for Q&A. If you would like to participate as a presenter or host a booth, please contact megan.lafollette@louisvilleky.gov.

Mayor's Miles Continue to Spread throughout the Metro

Mayor's Miles are a fun and increasingly popular way to encourage walking throughout the city. A new Mayor's Mile is now on site at Waterfront Park and provides both a 1-mile and 2-mile walking option. Look for the starting point on Witherspoon Street near the Fleur de Lis Gardens. A new Mayor's Mile is currently being installed on the Spalding University Campus. This Mile features a new stenciled ground marking feature which we hope to make available for other Mayor's Miles as well. UPS just signed on for a new Mayor's Mile at its Outer Loop facility for employees as part of their worksite wellness activities. And plans are underway to install a Mayor's Mile at Rangeland Elementary, one of our new fitness magnet schools. For more information about how you can get a Mayor's Mile for your business, neighborhood or school, contact marigny.bostock@louisvilleky.gov.

"StreetSense!" Continues to Carry Safety Message

In light of Louisville's recent designation as the 7th most dangerous city for pedestrians, Mayor Abramson, Chief White and Dr. Troutman have stepped up the budget and extensions of our new ped/bike safety campaign entitled "StreetSense." Additional funding will allow us to buy more television commercials and be part of more activities where we can spread the word. Launched in late summer, the campaign includes an informational website as well as the use of mass media to get out important safety messages. Print ads, radio spots, outdoor boards and a specially wrapped TARC bus are targeted to pedestrians, cyclists and motorists to encourage each group to take more responsibility for their own safety as well as share the road with others. A Bike safety video is also in the works and will be available online and on DVD to be used by Bike Louisville and Bicycling for Louisville to help increase safety for new and experienced riders and motorists.

New funding will allow the campaign to extend into the new year. The campaign is coordinated through the

new Step Up, Louisville! Task Force, the result of last year's Pedestrian Summit. For more safety info, go to www.louisvilleky.gov/streetsense.

Community Walkability Plan Report Card Now Available

The Active Living Committee and Step Up, Louisville! Task Force recently completed a report card to update the accomplishments since the 2008 Pedestrian Summit. A copy is attached to this e-newsletter and will be available on the new and improved MHHM website very soon.

Upcoming Mayor's Healthy Hometown Movement Committee Meetings:

All meetings are held at the Louisville Metro Health Dept., 400 East Gray Street unless otherwise noted.

Active Living	**December 8**	**10:00 am**	**TARC Boardroom**
Food In Neighborhoods	**January 11**	**5:30 pm**	**Downtown YMCA Association Office**
Schools	**December 10**	**10:00 am**	**Gheens Academy**
Worksite Wellness	**December 10**	**8:00 am**	**Baptist East Milestone Wellness Center**
Step Up, Louisville! Task Force	**January 11**	**4:00 pm**	**TBA**

Contact marigny.bostock@louisvilleky.gov to RSVP or for more information.

Healthy Hometown Partner News:

Introducing the Wellness Zone

The Humana Foundation and a number of community partners have introduced The Wellness Information Zone at wellzone.org. WZ is a national health literacy initiative offering easy access to basic health information in everyday language, especially at the point of need. Along with the website, WZ offers kiosks dedicated to e-health information in community centers, health clinics, libraries, schools and other non-profits along with trained health information guides, including librarians, health professionals and volunteers. Navigation of the site is easy with talking video guides providing brief tours of the homepage and topic areas. The site features a variety of audio and video formats as well as different languages. This non-commercial site is free to anyone with an internet connection. The goal is to quickly connect the consumer to basic and reliable information. For more info, go to wellzone.org or humanafoundation.org.

Mayor's Healthy Hometown **Health Tip Posters** are available! Twelve posters with fun graphics and important information which encourages good nutrition and the benefits of physical activity are posted on the ***Healthy Hometown*** website. All posters are designed for display at your place of work, study, worship or play. To receive these posters via e-mail attachment, contact smlcomm@att.net or they can be downloaded from the ***Healthy Hometown*** website at www.louisvilleky.gov/mhhm.

****

The ***Mayor's Healthy Hometown Movement News*** is designed to keep you informed of important Healthy Hometown Happenings as well as create a communications connection for all ***Healthy Hometown*** partners and interested participants. We encourage you to share any news, events and updates generated through your organizations and efforts ---all part of the Mayor's goal to make this one of the healthiest communities in America.

To submit information for publication consideration, please **DO NOT HIT REPLY.** Send edited items, including specific dates and times for events to smlcomm@att.net. Please include any pertinent web links and an e-mail source for more information.

This is a publication of the **Mayor's Healthy Hometown Movement** and is distributed through the Louisville Metro Health Department. Please feel free to share this newsletter with anyone who has an interest in a healthy community. If you do not wish to receive this newsletter please notify us at mary.bradley@louisvilleky.gov.