



Colorado Department
of Public Health
and Environment

*“To protect and improve
the health and environment
of the people of Colorado.”*

NEWS

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LiveWell Colorado Aims to Reduce State's Obesity Rates

*Lieutenant Governor O'Brien Helps Launch \$2.5 Million Community-Based Initiative to
Encourage Coloradans to Eat Better and Move More*

DENVER — Surrounded by key leaders from the state’s health department, major foundations and representatives of programs working to encourage Coloradans to adopt healthier exercise and eating behaviors, Lieutenant Governor Barbara O’Brien officially launched LiveWell Colorado, a new partnership that will provide millions of dollars to help reverse the state’s obesity trends and reduce related chronic diseases. Program representatives announced 12 communities that will receive funding to implement local initiatives that encourage citizens to eat better and move more.

“Making sure our children have healthy food and opportunities for exercise at school can help us fight against the rising number of obese children in Colorado. Communities can design parks with wellness in mind. These are just a few examples of a community based approach to wellness,” said O’Brien.

LiveWell Colorado grant recipients will promote healthy eating and active living through policies, programs and environmental changes in school, worksite, healthcare and other community settings.

A partnership among foundations, health care organizations, non-profit organizations and state and local public health agencies, LiveWell Colorado builds on programs previously supported by the Colorado Physical Activity and Nutrition Program at the Colorado Department of Public Health

and Environment and Kaiser Permanente's Thriving Communities Initiative.

Sponsored by The Colorado Health Foundation, Kaiser Permanente and the Colorado Department of Public Health and Environment, LiveWell Colorado will leverage and coordinate statewide and community-based efforts to encourage healthy lifestyles, with the ultimate goal of reaching every Colorado community. The initiative will seek to expand funding opportunities to communities throughout Colorado by garnering support from additional public, private and non-profit organizations. New funding opportunities will be announced at www.livewellcolorado.com as they become available.

According to the U.S. Surgeon General, obesity is the single greatest public health threat to the nation. In fact, poor nutrition and lack of physical activity are the second leading preventable causes of death in the U.S. and Colorado. While Colorado is among the leanest states, with 45.5 percent of adults being at a healthy weight, the prevalence of overweight and obesity in Colorado is rising in concert with national rates, putting a large portion of the population at risk for cardiovascular disease, diabetes, cancer, hypertension and asthma. Studies show that only 72 percent of Colorado's children ages 5-14 are physically active at least 5 or more hours a week and nearly 29 percent of Colorado's children are considered overweight or at risk of becoming overweight.

Please refer to the attached list of LiveWell Colorado Communities. For more information about this initiative, please visit www.LiveWellColorado.com.

About the Sponsors

The Colorado Physical Activity and Nutrition (COPAN) Program

An initiative of the Colorado Department of Public Health and Environment, the Colorado Physical Activity and Nutrition Program's mission is to prevent obesity and related chronic diseases and to promote healthy lifestyles for all Coloradans. A driving force of COPAN is its coalition—a group of more than 450 public and private partners working together to design, implement, coordinate and evaluate statewide interventions that are effective, widely accepted and culturally appropriate throughout the state. COPAN seeks to achieve these goals by building a comprehensive community approach to good health that supports individuals throughout the lifespan and involves

all sectors of the community.

The Colorado Health Foundation

The Colorado Health Foundation (formerly HealthONE Alliance) is a nonprofit, tax-exempt organization devoted to making Colorado the nation's healthiest state. Its assets total more than \$800 million, including an investment portfolio as well as an ownership interest in Denver's HealthONE hospital system. These assets serve the community through grants, medical education programs, health policy initiatives and direct care programs serving older adults, families, mothers and infants.

Kaiser Permanente

Kaiser Permanente is the largest private health care provider in Colorado with more than 482,000 members in the Denver, Boulder and Colorado Springs areas. Kaiser Permanente owns and operates 17 medical offices, four mental health and chemical dependency offices and state-of-the-art health care technologies, such as its electronic medical record system, KP HealthConnect®. As a nonprofit organization, Kaiser Permanente is committed to improving the health of communities. It partners with key organizations to tackle challenges such as decreasing the number of uninsured, improving health care affordability and public health issues such as obesity. Kaiser Permanente physicians and care teams focus on prevention as well as managing and treating illness, all in an effort to help patients live well and thrive.

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LiveWell Colorado Communities

The following agencies have received funding from LiveWell Colorado to implement healthy eating and active living programs in the communities they serve.

Denver Urban Gardens – \$164,428

Communities: Auraria/Lincoln Park,
Sun Valley, Baker
Contact: Lisa Knoblauch, 303-292-9900

Denver Health and Hospital Authority — \$103,030

Communities: Barnum, Barnum West, Sun Valley, Valverde,
Villa Park, West Colfax
Contact: Jennifer Wieczorek, 303-436-5426

Denver Healthy People 2010 – \$248,309

Communities: Park Hill Northeast, North,
and South Park Hill
Contact: Elaine Borton, 720-865-5465

Health and Human Services , City and County of Broomfield – \$140,000

Community: City and County of Broomfield
Contact: Mary Thatcher, 720-887-2213

Jefferson County Dept. of Health and Environment – \$202,862

Community: City of Wheat Ridge
Contact: Elise Lubell, 303-271-5719

Tri-County Health Department – \$251,398

Community: Commerce City – Historic City
Contact: Merrick Wright, 720-322-1540

Valley Wide Health Systems, Inc. – \$166,238

Community: Alamosa County
Contact: Christine Hettinger-Hunt, 719-589-5161

Prowers County – \$76,550

Community: City of Lamar
Contact: Joyce King, 719-336-7486, ext. 169

Healthy Lifestyles Coalition – \$149,380

Community: Durango
Contact: Wendy Rice, 970 382-6461

El Paso County Department of Health and Environment – \$67,320

Community: Fountain
Contact: Libby Evans, 719-578-3253

Poudre Valley Hospital Foundation – \$182,448

Community: Ft. Collins
Contact: Virginia Englert, 970-495-7517

Summit County Prevention Alliance – \$124,786

Community: Summit County
Contact: Tom Rose, 970-668-2077

The agencies below are not currently receiving funding from LiveWell Colorado. However, they are receiving technical assistance in the development of comprehensive action plans and are considered LiveWell communities.

Cross Community Coalition

Communities: Globeville, Elyria, Swansea
Contact: Arturo Rodriguez , 303-292-1236

Regis University

Communities: Northwest Denver Neighborhoods
Contact: Susan Scherer, 303-458-4152

Eagle County Department of Health and Human Services

Community: Eagle County
Contact: Jill Hunsaker, 970-328-8819,

Foothills Park and Recreation

Community: Southwest Kipling Villas
Contact: Tammy Adams, 303-409-2100

Full Circle Inter-Generational Project, Inc.

Community: Skyland Neighborhood, Denver
Contact: Anita West-Ware, 303-333-7595

