



NEWS RELEASE

ALABAMA DEPARTMENT OF PUBLIC HEALTH

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Office of Women's Health forms partnership to combat obesity

FOR IMMEDIATE RELEASE

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Excessive weight gain can lead to serious health concerns such as high blood pressure, heart disease, diabetes, and many more. Incorporating good nutritional habits with a healthy lifestyle can help Alabama's women STEP UP.

The Center for Design Technology and Innovation at Troy University and the Alabama Advertising Federation are developing a statewide advertising campaign for the Office of Women's Health. The campaign, targeted at women, will combat the increasing hazards of obesity and associated health issues.

"The Office of Women's Health encompasses the entire state of Alabama," noted Belinda Miller, chair for the steering committee. "Our mission is to promote the health of women throughout the state. Partnering with these fine organizations will assist us in accomplishing our mission and in making a difference in Alabama. Our goal is to change our current ranking of 45th in overall women's health of the nation. "

Director Jessica Hardy noted that according to the U.S. Department of Health and Human Services and the National Center for Health Statistics, thousands of deaths in the United States each year are associated with being overweight and obese. In Alabama, the death rate ranking for diseases related to obesity is among the highest in the nation.

"The Alabama Department of Public Health's Office of Women's Health is excited about this partnership initiative to combat obesity among the women of Alabama. We thank the Advertising Federation and Troy University for their assistance," said Hardy.

"DTI is committed to the health and welfare of its students, their families and their neighbors. We wholeheartedly support this initiative to make Alabama the healthiest state in the nation" said Edward Noriega, Director of Troy's Center for Design Technology and Innovation.

"The Alabama Advertising Federation has locations throughout Alabama, and we are excited about this partnership opportunity," said Robin Rainer, state director.

"By enabling future advertising executives the opportunity to be creative, we can make a difference in the lives across Alabama. We in the Advertising Federation feel this can be the stepping stone to a healthier Alabama. We want to be at the top of the class; not at the bottom.

If you like to know more about this partnership or sponsorship opportunities, please visit the Office of Women's Health Web site at www.adph.org/owh, Troy University's Web site at www.troyst.edu, or e-mail Edward Noriega at noriegaedw@aol.com.

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