

Press Release  
For Immediate Attention  
January 24, 2004



## **Unique Partnership Fights Obesity in New Orleans**

NEW ORLEANS – Tulane University announced today a gift of \$275,000 from the Entergy Charitable Foundation to support the “Treat You Right” campaign in coordination with Step Together New Orleans. The New Orleans-area “Treat You Right” campaign promotes behaviors such as increasing walking and eating fruits and vegetables to combat obesity, diabetes and other health concerns.

“We are proud to be able to contribute to efforts that improve the quality of life for the community,” says Paul Whelton, senior vice president for health sciences at Tulane University. “Our faculty members have been directly involved in Step Together New Orleans since the program was funded a year ago by the Centers for Disease Control and Prevention. We have seen great success with Steps’ efforts to build a network of citizens and community groups dedicated to making this a healthier city. Our partnership with the Entergy Charitable Foundation and Step Together New Orleans is a model for other cities around the nation.”

The gift from the Entergy Charitable Foundation represents the first major gift from a corporation to support a local Steps initiative. Step Together New Orleans is a collaborative effort led by the City of New Orleans Health Department in partnership with the Louisiana Public Health Institute to combat obesity, diabetes and asthma. It is funded primarily by a five-year grant from the Centers for Disease Control and Prevention as part of the national Steps to a HealthierUS program.

“The Entergy Charitable Foundation is focused on addressing education and the issues faced by low income families and individuals in the communities served by the Entergy Corporation. We are excited about the impact that this unique partnership will have on low income families and New Orleanians overall,” says Horace Webb, president and CEO of the Entergy Charitable Foundation.

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“New Orleans is a wonderful city, but it is also one of the least healthy cities in America. If we work together as a community, though, we can change that. One of the first steps is this ad campaign. We want everyone to know that if people stick with it, making small changes in how they eat and how active they are can change everything,” says Tom Farley, chair of community health sciences at the Tulane University School of Public Health and Tropical Medicine. Farley played a key role in drafting the proposal for the funding to the City of New Orleans and continues to serve as chair of the leadership team.

“Step Together New Orleans has made great strides during this first year and we’re looking forward to continued successes,” says Carolyn Fernandez, director of the program. “We are coordinating with multiple community groups and local and state government agencies exploring ways to make the city’s physical environment more friendly towards healthier behaviors like biking and walking, while encouraging our community members to get active and eat healthy.”

The “Treat You Right” campaign will include television, radio, bus and street car promotions of physical activity and healthy eating. The spots will hit the streets and airwaves in early February, Farley says.

For more information about Step Together New Orleans and the many ways in which citizens can be involved in improving the health of New Orleans, visit their website at: <http://www.steptogethernola.org> or call 301-9838.

**Step Together New Orleans** (*Steps*) is a community-based, public health initiative created to help New Orleanians live longer, healthier lives by reducing the burden of asthma, diabetes and obesity. A primary strategy of this initiative is to address two related risk factors – physical inactivity and poor nutrition.

**Step Together New Orleans**, a partnership of Louisiana Public Health Institute and the City of New Orleans Health Department, will implement a five-year community action plan to reduce health disparities and promote quality health care and prevention services.

The City of New Orleans was one of the initial seven large cities chosen by the Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Services (HHS) in 2003 to be part of the **Steps to a HealthierUS** initiative.

*Funding for this broadcast/print material was supported by Cooperative Agreement Number 03135 from the Centers for Disease Control and Prevention. It's contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention, the Department of Health and Human Services, or the U.S. government.*

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