

Press Release
For Immediate Attention
February 9, 2005

Media Contact: Erica Johnson
(504) 301-9834



"TREAT YOU RIGHT" CAMPAIGN ROLLS OUT CITY WIDE

A New Orleans man sits at the kitchen table eating fast food take out, complaining to his wife how hard it is to eat healthy food. His wife opens the refrigerator and pulls out a bag of salad, pours it into a bowl, and places it in front of him with a knowing "it's just that easy" glance. This is just one of the light-hearted commercials that will bring messages from Step Together New Orleans (Steps) into households across New Orleans through the "Treat You Right" media campaign beginning on Wednesday, February 9.

The eight-month "Treat You Right" campaign will feature television, radio and transit advertisements relaying simple messages to encourage people to eat more fruits and vegetables and be more physically active. The radio ads will feature women talking about how they make those changes in their everyday lives. The signs that will appear on the sides of buses and streetcars feature the simple slogans "Eat Green", and "Walk More".

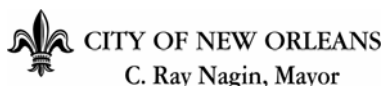
"Making small lifestyle changes is what this campaign is about," said Carolyn Fernandez, Program Director for Step Together New Orleans. "When we make small changes every day – like eating more fruits and vegetables and becoming more physically active, we treat ourselves right. By taking better care of our bodies we improve our health."

"We are not asking people to sign up for the gym. Increasing physical activity can be as simple as walking more and taking the stairs," said Dr. Tom Farley of Tulane University, who chairs the Leadership Team for Step Together New Orleans. "Becoming healthier doesn't require major lifestyle changes. Just walking more and replacing high-calorie snacks with fruits and vegetables can go a long way toward preventing obesity, diabetes, and many types of cancer."

-END-

Step Together New Orleans is funded by the U.S. Department of Health and Human Services as part of Steps to a HealthierUS, a national program focusing on the prevention of diabetes, obesity and asthma and the control of risk factors including poor nutrition, physical inactivity and tobacco use and exposure. Steps is administered by the Louisiana Public Health Institute in partnership with the New Orleans Health Department. For more information about the Step Together New Orleans please visit www.steptogethernola.org or call 504-301-9838.

Steps to a HealthierUS is a U.S. Department of Health and Human Services (HHS) initiative advancing the HealthierUS goal to help Americans live longer, better and healthier lives. This initiative will reduce the burden of chronic diseases including diabetes, obesity and asthma and the control of risk factors including poor nutrition, physical inactivity and tobacco use and exposure through funding of community-based interventions. www.healthierus.gov/steps



This publication is supported by the Steps to a HealthierUS Cooperative Agreement Program of the U.S. Department of Health and Human Services (HHS). Its contents do not necessarily represent the official view of HHS.

