

# A New Era of Prevention



## Ulster County Department of Health

Michael P. Hein, County Executive

Dr. Carol Smith, UC Commissioner of Health and Mental Health



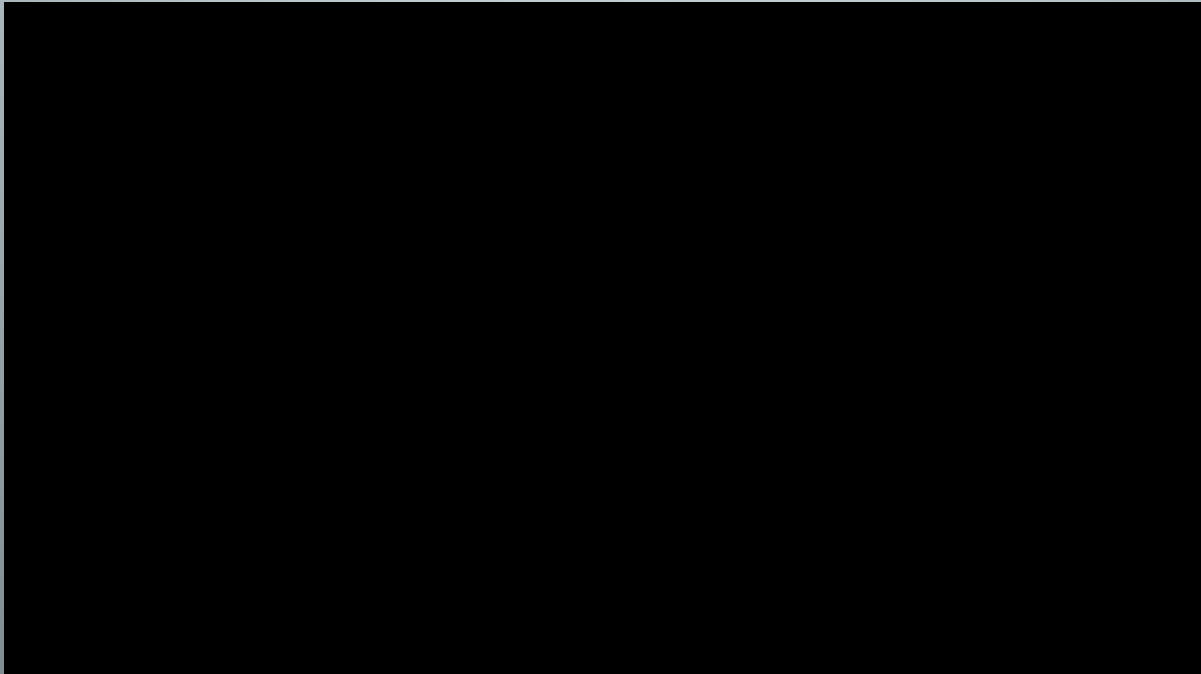


“My goal is to make Ulster the healthiest county in New York”

**County Executive Mike Hein**

# A Culture of Health

A community where policy-makers, civic leaders, educators, employers, and residents *work together to make the health of their entire community a priority.*



## County Health Rankings

### 33 Criteria in 4 Categories:

- Socio-Economic - 40%
- Individual Behaviors - 30%
- Clinical Care - 20%
- Physical Environment - 10%

**UC is now 29/62**

**New release in March**

**Focus on targeted improvements**

## NYS Prevention Agenda

2014-17

### Ulster County Focus Areas:

- *Chronic Disease Prevention*
- Promote Mental Health/Reduce Suicide Rates
- Emphasis on community-wide health + disparities

## County Executive's Goal

*Let's make Ulster the Healthiest County in NYS*

## Medicaid Redesign/DSRIP

- Emphasis on population with worse health outcomes
- 5% of total pop. that consumes over 50% of total healthcare costs
- NYS Medicaid cost = \$56 Billion > UC share = \$36 Million

### Goal > Reduce costs/improve outcomes by:

- Creating an integrated system of care (primary, preventative, follow-up)
- Reducing hospital readmissions
- Collaboration and leveraging resources

**DISRIP GOAL**: create *an integrated system of care for the treatment and management of chronic disease for the Medicaid population*

**UC CHRONIC DISEASE PREVENTION COUNCIL GOAL**: bring together stakeholders (connects the dots), from all sectors, to create *an integrated system of prevention for the entire community* by accomplishing the following:

- Assessing and inventorying all of the considerable preventative health resources and assets in UC.
- Identifying best and promising ideas and practices that can be replicated in to help move the needle on key health measures.

**UC CHRONIC DISEASE PREVENTION COUNCIL GOAL: bring together stakeholders (connects the dots), from all sectors, to create *an integrated system of prevention for the entire community* by accomplishing the following:**

- Identifying potential synergies among the various sectors and partners.
- Identifying potential funding sources for the implementation of innovative, high-performance programs and practices.
- *Working together, as a community, to achieve measurable results and help make significant strides toward achieving the County Executive's goal of making Ulster the healthiest county in NYS.*

# Existing Models

**Ulster Prevention Council**: formed in 2009 to coordinate and measure all aspects of substance abuse in Ulster County and to build and strengthen local coalitions by providing data, technical expertise, evidence based programming and (in some cases) funding.

**SPEAK (Suicide Prevention, Education and Awareness Committee)**: formed to bring together multi-sector partners, throughout UC, to prevent and reduce suicide through education, training, intervention, community partnership and project funding.

# The County Health Rankings

The *County Health Rankings & Roadmaps* program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.



*We have a vision of an America where we all strive together to build a national culture of health that enables all in our diverse society to lead healthy lives, now and for generations to come.*



# County Health Ranking Measures

Measures 33 Different Factors under 4 Broad Categories

## Health Behaviors (30%)

- Tobacco Use
- Diet and Exercise
- Alcohol and Drug Use
- Sexual Activity

## Social and Economic Factors (40%)

- Education
- Employment
- Income
- Family and Social Support
- Community Safety

## Clinical Care (20%)

- Access to Care
- Quality of Care

## Physical Environment (10%)

- Air and Water Quality
- Housing and Transportation

*The annual Rankings provide a revealing snapshot of how health is influenced by where we live, learn, work and play. They provide a starting point for change in communities.*

# Where We Stand vs. 62 Counties in NYS

The Healthiest – Livingston County  
Ranked #1

<< 2014 Ulster County Ranked #29

<< 2010 Ulster Ranked # 33

The Un-Healthiest  
Bronx County  
Ranked #62



# Where We Need to Improve vs. NYS and Livingston County (#1)

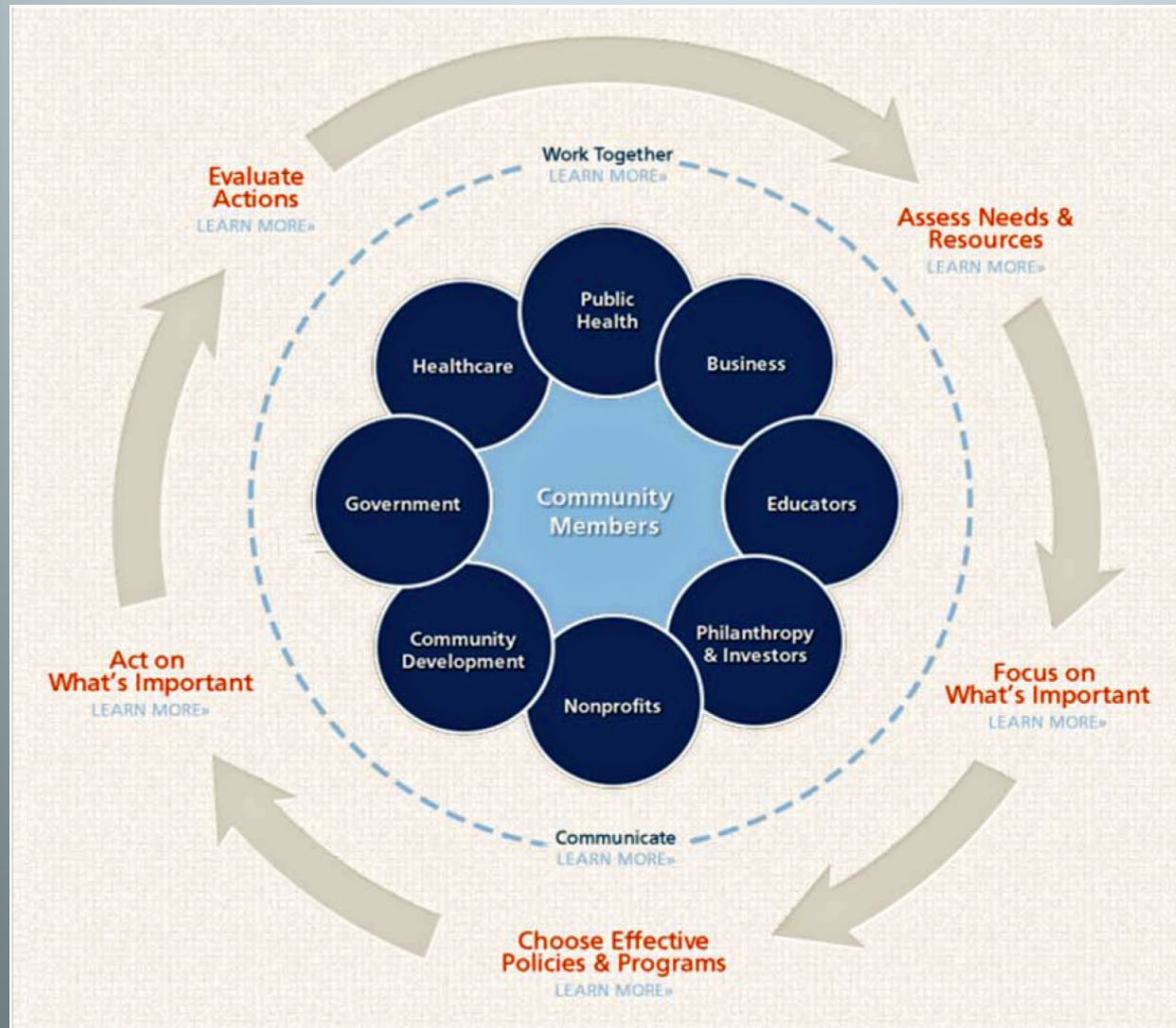
## NYS

- Premature Death
- Poor Physical Health Days
- Poor Mental Health Days
- Adult Smoking
- Excessive Drinking
- Alcohol related MV injuries
- Preventable Hospital Stays
- Unemployment

## Livingston County

- Length of Life
- Poor Physical Health Days
- Poor Mental Health Days
- Adult Smoking
- Excessive Drinking
- Sexually Transmitted Infections
- Uninsured
- Preventable Hospital Stays
- Unemployment
- Children in Single Parent Households
- Violent Crime
- Severe Housing Problems

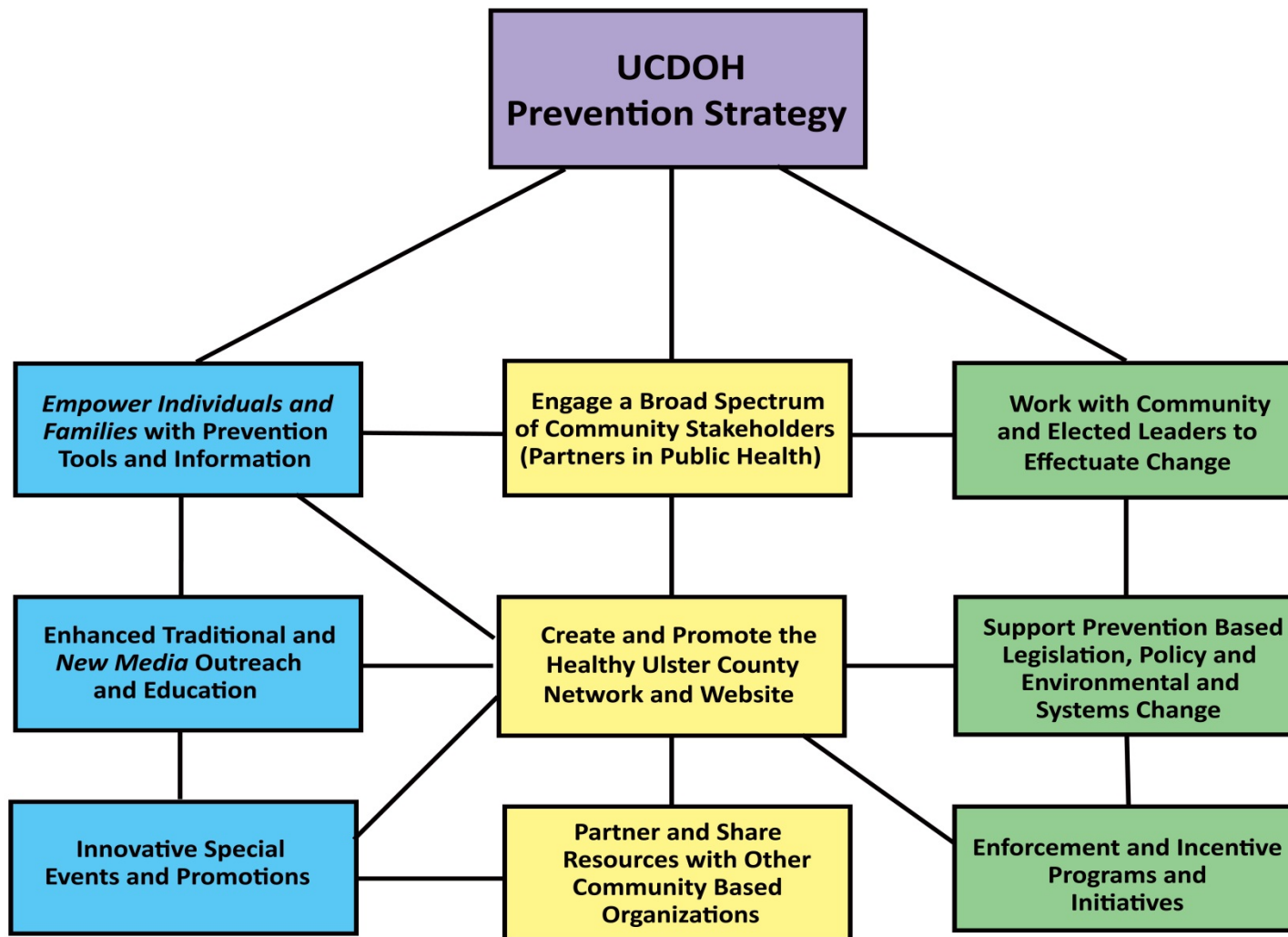
# Model for Community Action



# Ulster County's Strategy Evolves

- Strong leadership at the top – in 2004 County Executive Hein issued a challenge to make Ulster the Healthiest County in NYS
- A countywide Health Summit leads to creation of Partners in Public Health
- UCDOH switches to a Prevention Agenda with vastly enhanced community collaboration and communications and media outreach
- Innovative new outreach strategy focuses on electronic and online media and exciting and fun, family physical activity events
- UCDOH works with community partners to on environmental and systems policy change (i.e. smoking, countywide snack guidelines)

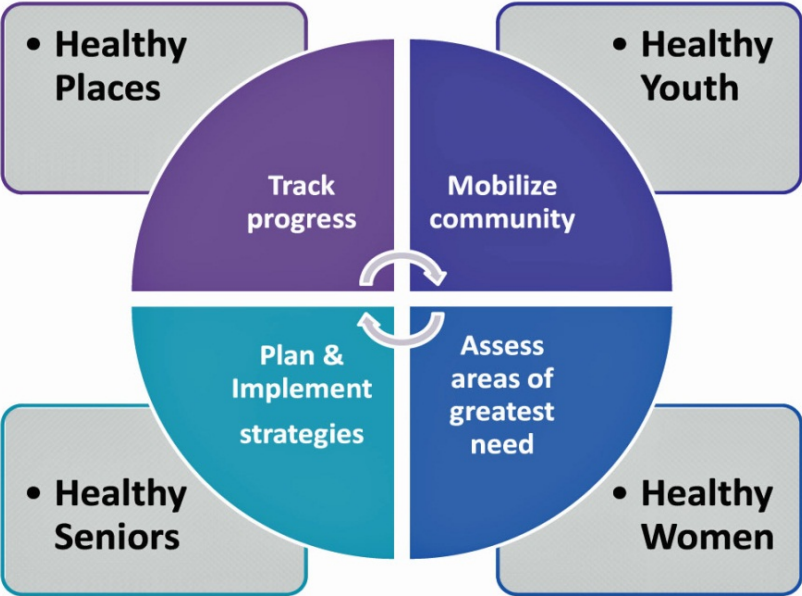
**Next Step: “Connect the dots”. Bring all community partners and stakeholders (especially the school community) together to focus on a common strategy for measurable results – and success!**



# Government Can't Do it Alone: It Takes a Community



# PiPH Planning Councils





# A Strategy for Success

## *NYC Reverses the Childhood Obesity Trend with a Comprehensive Approach*

### **The Comprehensive Elements of Success:**

- Articulating a **vision** for success and strong leadership “at the top”
- Exceeding Federal **guidelines** for nutrition and physical activity in the schools (1/2 of a child’s waking hours are spent in school)
- Writing in healthy **nutrition guidelines into contracts** for food and beverage vendors who do business on city property, including sports arenas
- A **direct-to-the-public media and advertising campaign** around sugary beverages and healthy eating
- (Proposed **legislation** on the size of sugary beverage containers)

# New York State Embraces a New Prevention Agenda

- Community Health Assessment
- Community Health Improvement Plan

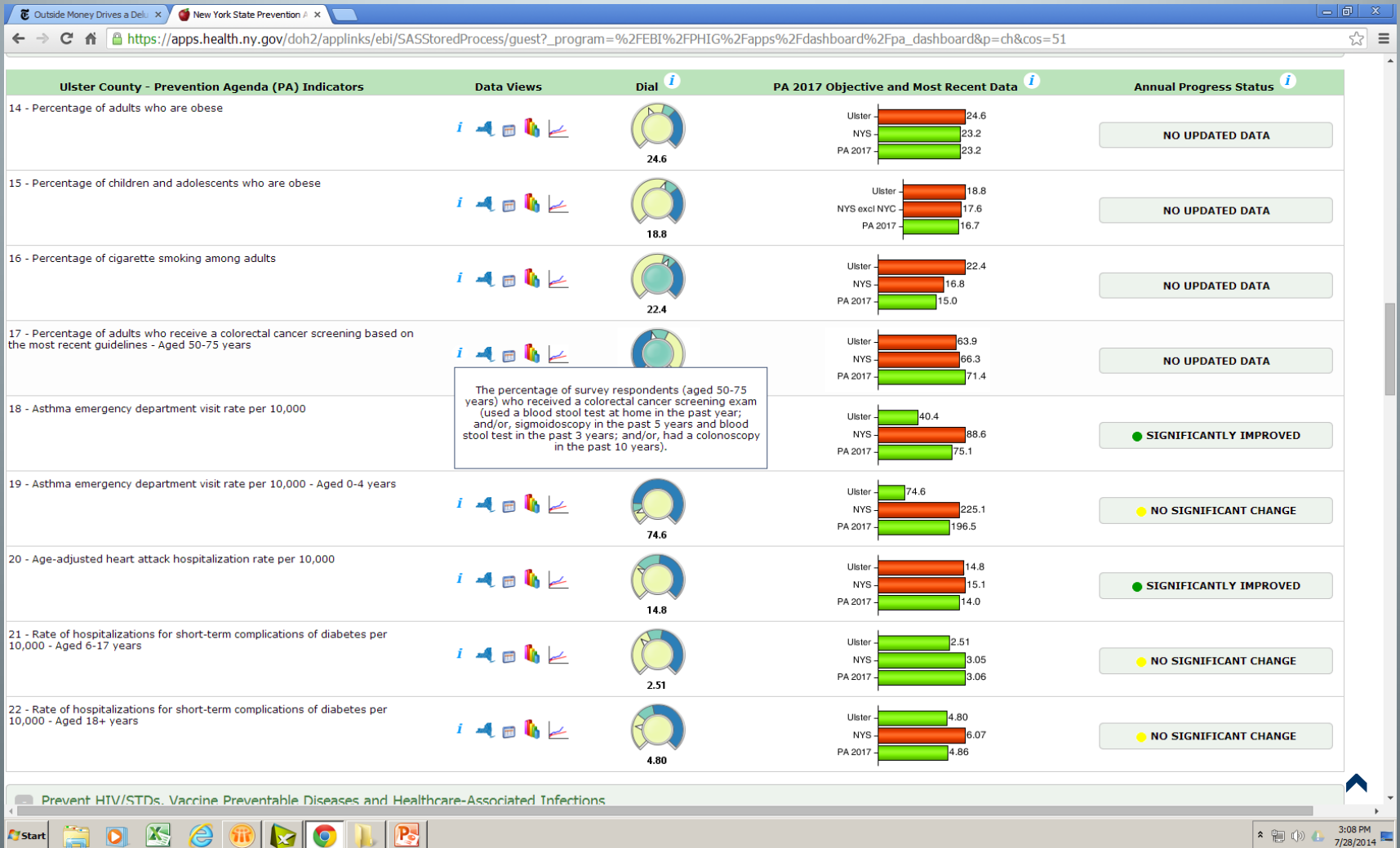
“In keeping with the NYS Health Improvement Plan, the Prevention Agenda 2013-17, NYSDOH is asking local health departments and hospitals to collaborate with each other and community partners on the development of these documents.

***Collaboration is an essential element for improving population health in communities and the State as a whole.”***

# *A Call to Action*

“It is a call to action to local health departments, health care providers, health plans, *schools*, employers, government agencies, non-profits and businesses to collaborate at the community level to ***identify health priorities and implement a strategy for improvement.***”

# NYS Prevention Agenda Dashboard



# NYS Prevention Agenda

## Where UC Fares Worse than NYS Average

- Rate of hospitalizations due to falls (65+)
- Rate of occupational injuries per 10K (15-19)
- % of pop w/ low access to supermarket
- % of obese adults
- % of obese children and adolescents
- % of adult smokers
- % of adults colorectal screening (50-75)
- Maternal mortality rates per 100K births

# NYS Prevention Agenda

## Where UC Fares Worse than NYS Average

- % of child well child visits (0-15 mo.)
- % of well child visits (3-6)
- % of well child visits (12-21)
- % of children w/ health insurance
- % of 3<sup>rd</sup> graders w/ untreated tooth decay
- % of unintended pregnancies
- Poor mental health days (>14 per mo.)
- Age adjusted suicide rate per 100K

# The 5 Prevention Agenda Priorities are:

1. **Prevent Chronic Diseases (*focus on obesity*)**
2. Promote a Healthy and Safe Environment
3. Promote Healthy Women, Infants and Children
4. **Promote Mental Health and Substance Abuse Prevention**
5. Prevent HIV,STDs, Vaccine Preventable Diseases and Healthcare Associated Infections

## Reduce Youth Obesity

- Conduct a new BMI study to compare with the 2011 study
- Implement the NAP SACC Program (health eating, reduced media time and increased physical activity) in child care centers – in progress
- Foster adoption of UC Health Snack Guidelines – in progress
- Engage private sector to help educate constituents – in progress
- Work with school media departments on childhood obesity prevention
- Work with local schools, parents, chefs on Healthy School Lunch contest/guide
- Encourage municipal leaders to display My Plate in public food venues
- Increase utilization of Farmer's Market vouchers by WIC participants
- Work w/KHS to promote healthier eating/physical activity via the new Scholar Academy and Parent Resource Center
- Improve rail trails system, including access – in progress
- Work with schools to improve nutrition, physical activity and wellness policies



## Reduce Youth Smoking

- Provide point-of-sale education materials to community leaders – in progress
- Disseminate TFAC survey - 77% support for restricting sales around schools – in
- Paid media and PR on the impact of marketing on youth – in progress
- Increase the % of youth who live in tobacco-free homes
- Educate local officials on the impact of tobacco marketing on youth – in progress
- Testify at public hearings about the impact of retail tobacco marketing
- Implement “We’ve Seen Enough Tobacco Marketing” campaign with media, schools, and community organizations
- Work with elected officials to advance a local law to license tobacco retailers and restrict tobacco sales and marketing in school zones – in progress

# The Dimensions of the Obesity Crisis

- Obesity and overweight conditions are currently *the second leading cause of preventable death* in the United States.
- Prevention is the best *and least expensive* medicine. There are *enormous, additional public and private healthcare costs* associated with preventable diseases.

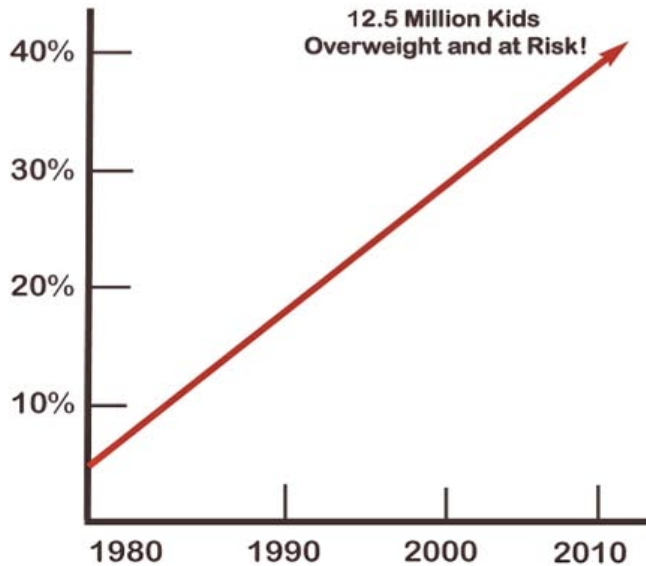
Health care to treat obesity-related illnesses and conditions cost the United States an estimated \$150 billion, per year - *and New York State more than \$11.8 billion, per year*

- *Over the last several decades childhood obesity in the US has tripled, placing 12.5 million of our children at risk of developing chronic disease conditions associated with overweight and obesity.*

# You Have the Power to Stop Childhood Obesity



## Childhood Obesity Reaches Epidemic Proportions!



## Protect Your Family with Small Steps that Can Make a Big Difference

1. Reduce high-calorie, high-fat foods and beverages.
2. Serve more whole grains, fresh fruits and vegetables.
3. Reduce computer, TV and video screen time.
4. Serve (or order) smaller portion sizes.
5. Make sure everyone gets at least 60 minutes of physical activity every day.

For more information, call the Ulster County Department of Health at 845.340.3160 or by email at: [HealthEd@co.Ulster.NY.us](mailto:HealthEd@co.Ulster.NY.us)

# OBESITY: COMPLEX BUT CONQUERABLE

THE UNITED STATES FACES AN ALARMING OBESITY PROBLEM. WE ARE QUICK TO BLAME INDIVIDUALS FOR EATING TOO MUCH OR EXERCISING TOO LITTLE, BUT IN TRUTH, THE CAUSES ARE MORE COMPLEX AND INVOLVE MANY FACTORS.

## THE WEIGHT OF THE NATION

1 OUT OF 3 CHILDREN  
ARE OVERWEIGHT OR OBESE.



2 OUT OF 3 ADULTS  
ARE OVERWEIGHT OR OBESE.

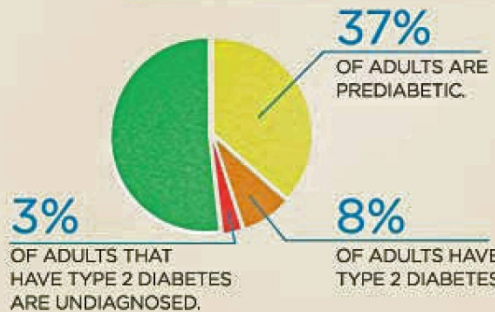
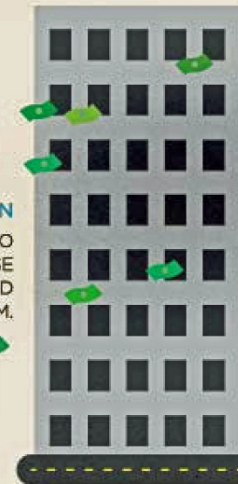


\$190.2 BILLION  
ESTIMATED ANNUAL COST OF  
OBESITY-RELATED ILLNESS.



21%  
OF ANNUAL MEDICAL SPENDING IS  
ON OBESITY-RELATED ILLNESS.

\$4.3 BILLION  
IN ANNUAL LOSSES TO  
BUSINESSES BECAUSE  
OF OBESITY-RELATED  
JOB ABSENTEEISM.



OBESITY CAN CAUSE OTHER HEALTH PROBLEMS:



## SCHOOLS

**FOODS AND DRINKS AVAILABLE AT SCHOOLS ARE RADICALLY DIFFERENT THAN THEY WERE A FEW DECADES AGO, WITH MANY SCHOOLS NOW OFFERING AND PROMOTING HIGH-CALORIE, LOW-NUTRITION FOODS THROUGHOUT THE SCHOOL DAY.**

UP TO  $\frac{1}{2}$  OF CHILDREN'S WAKING HOURS ARE SPENT IN SCHOOL.

PERCENT OF HIGH SCHOOL STUDENTS ATTENDING DAILY PHYSICAL EDUCATION CLASSES

1991  
41.6%

2009  
33.3%

### 5 SOLUTIONS FOR CHANGING OUR COMMUNITIES

INTEGRATE PHYSICAL ACTIVITY EVERY DAY IN EVERY WAY.

STRENGTHEN SCHOOLS AS THE HEART OF HEALTH.

MARKET WHAT MATTERS FOR A HEALTHY LIFE.

EAT WELL!

ON THEIR OWN, ANY ONE OF THESE FIVE SOLUTIONS MIGHT HELP SPEED UP PROGRESS IN PREVENTING OBESITY, BUT TOGETHER, THEIR EFFECT WOULD BE REINFORCED, AMPLIFIED, AND MAXIMIZED.

MARKET

FRESH PRODUCE

**Ulster County 2011 BMI Study  
Percent of Elementary Students  
Overweight/Obese**

1<sup>st</sup> Graders = 32%

3<sup>rd</sup> Graders = 35%

5<sup>th</sup> Graders = 40%

7<sup>th</sup> Graders = 42%

**Add in adolescents from other  
available data = 60 + %**

# Primary Goal: 2014 -2017

Meet NYS Prevention Agenda (PA 2017) % of *children and adolescents who are obese*

Ulster (current) = 18.8%

NYS (excl. NYC) = 17.6%

**NYS Prev. Agenda = 16.7%**

Optional secondary focus areas *to be determined*  
by CDPC members

# NEXT STEPS

## Chronic Disease Prevention Council

- Focus on childhood overweight and obesity + other options TBD
- Engage all sectors (connect the dots)
- Examine existing programs and practices
- Investigate best practices and explore local innovations that work
- Replicate successes/strategies from the bottom up, throughout UC
- Bring partners together where appropriate and effective
- Strengthen resources, technical expertise and identify multi-partner grant opportunities.
- Move forward, monitor results and adjust



# Branding for Community Engagement and Partnership

Supporter

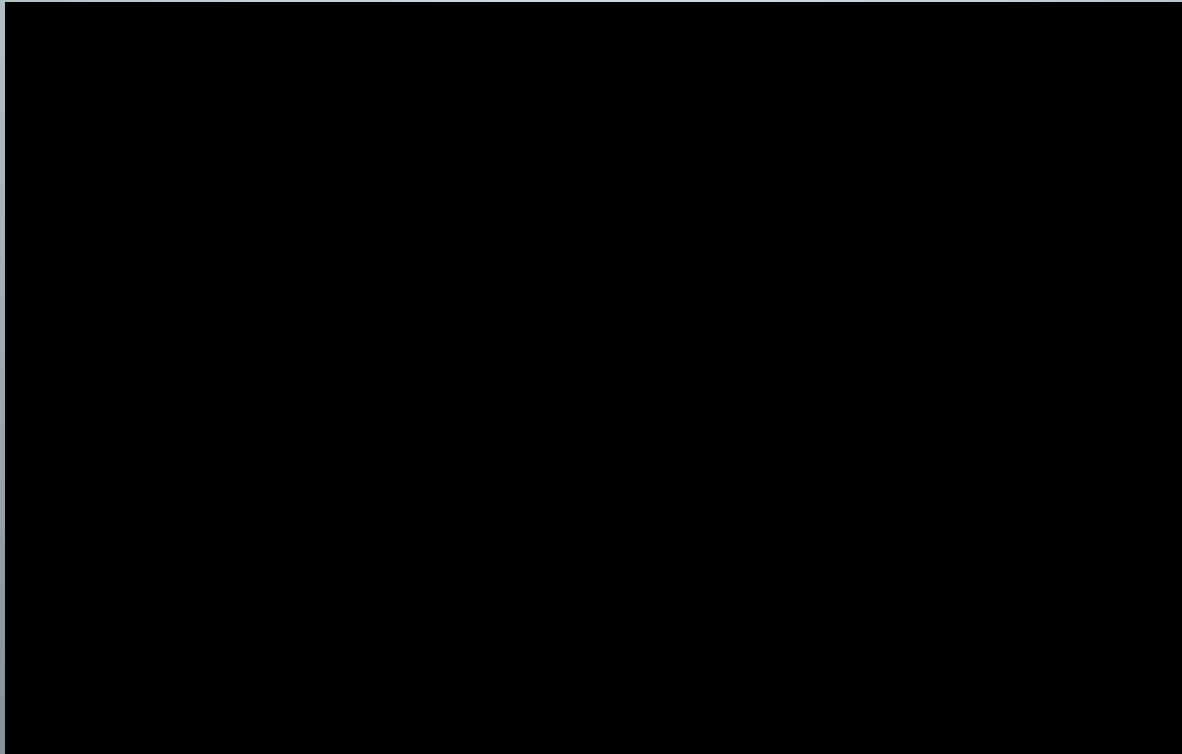


**Healthy Ulster**  
county

*A Community Partnership*

Michael P. Hein, County Executive

# **You Have the Power to Prevent Childhood Obesity TV Campaign**



A close-up photograph of a woman with dark, curly hair. She is looking upwards and to the right with a thoughtful expression, her hand near her chin. She is holding a large burger with sesame seeds on the bun. The background is a solid bright yellow.

Meals Under  
600 Calories

iChoose to order less. Weigh less.

My kids count on me to make good choices. And now they count on me to order less at fast food restaurants. Meals under 600 calories keep me energized and feeling great, so I can be there for them. **Look at calorie postings before you choose.**

[www.Health.NY.gov/iChoose600](http://www.Health.NY.gov/iChoose600)  
[www.Facebook.com/iChoose600](http://www.Facebook.com/iChoose600)



Michael P. Hein  
County Executive



# Healthy Snack Food Guidelines

Developed by the Healthy Kingston for Kids Partnership and endorsed by the Ulster County Department of Health



## Partners

The Community Heart Health  
Coalition of Ulster County

Ulster County Department of  
Health

Rose Women's Care Service

Cornell Cooperative Extension  
of Ulster County:

Healthy Kingston for Kids

Creating Healthy Places

The following nutrient standards are adapted from the Choose Sensibly Guidelines created by The New York School Nutrition Association. After school programs and school districts in Ulster County are encouraged to adopt these guidelines.

Snacks should make a positive contribution to children's diets and health. Ideally, there should be an emphasis on serving fruit and vegetables as the primary snacks and water as the primary beverage. Because vending machines play a significant role in the after school snack environment the guidelines have been drawn from a model that offers a dynamic vending list from which purchasing departments can select snacks that meet guidelines. The Choose Sensibly vending list is maintained and updated regularly by the New York School Nutrition Association. A copy of the vending list can be accessed online here: <http://www.nyschoolnutrition.org/choose-sensibly>

## BASIC GUIDELINES

To be considered a healthy snack choice, a snack should contain:

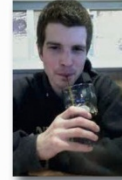
- 7 grams or less of fat\*
- 2 grams or less of saturated fat \*
- 0 grams of trans fat
- 15 grams or less of sugar
- 250 milligrams or less of sodium
- No artificial sweeteners



Vending snacks should contain one serving per package

\*Nuts and seed snacks are excluded from this limitation

(Continued on next page)



## 10 Good Reasons to Avoid Sugar-Sweetened Beverages

1. Sugar-sweetened beverages, which include soda, sports drinks, fruit drinks and tea drinks, add calories to your diet without providing nutrients or even making you full. *Don't drink your calories!*
2. Americans now consume 200-300 more calories each day than we did 30 years ago; more than half of those excess calories come from sugar-sweetened drinks.
3. *The empty calories in these drinks can lead to weight gain, diabetes and other chronic diseases.*
4. Teenagers who drink sugary beverages get an average of 360 calories from them each day. That adds up to 130,000 calories per child over the course of a year.
5. *A kid's risk of becoming obese increases by 60% for every sugary drink consumed per day.*
6. *Women who drink one sugar-sweetened beverage each day have almost twice the risk of diabetes.*
7. A single 20-ounce soda contains about 16 teaspoons of sugar. Could you imagine adding that much sugar to your coffee?
8. A typical adult has to walk briskly for 46 minutes to burn the calories in a 20-ounce soda.
9. A typical 10-year old has to bike vigorously for 30 minutes to burn the calories in a 12-ounce soda.
10. *Obesity related illnesses cost New York State taxpayers nearly \$8 BILLION in additional medical costs each year, adding an average of \$770 to every household's tax bill.*



Michael P. Hein  
County Executive

Ulster County Department of Health



# ULSTER COUNTY RAIL TRAIL PROJECT



World-Class

Four Season



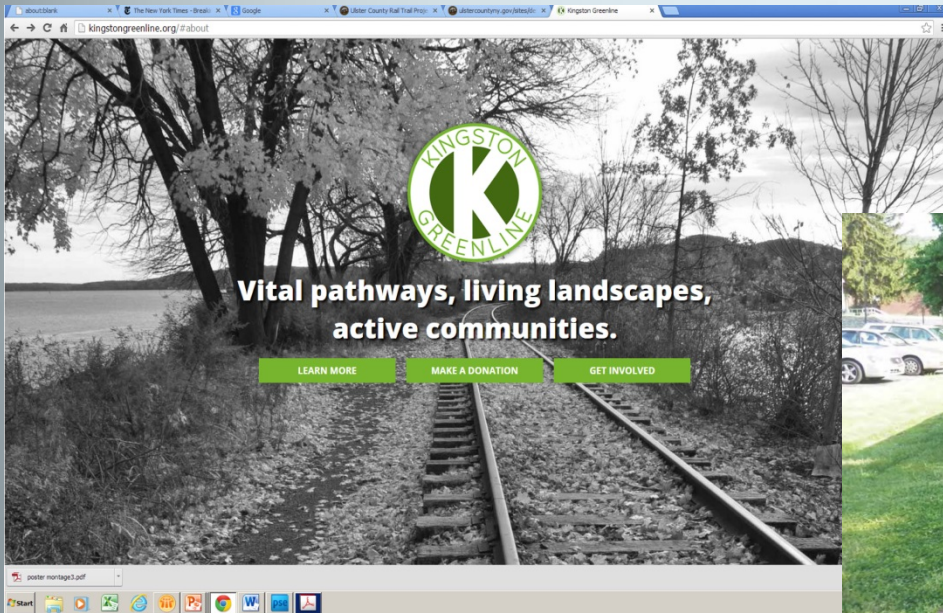
Tourism

Destination



Ulster County Executive  
Michael P. Hein





The preparation of this document was funded in part by a Community Development Block Grant from the City of Kingston, Office of Community Development and a grant from the Hudson River Valley Greenway.





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## FARM HUB

### HUDSON VALLEY FARM HUB

With a commitment to sustainable agriculture, environmental renewal, and economic vitality in the Hudson Valley, the Local Economies Project of the New World Foundation is pleased to announce the creation of a multi-faceted Farm Hub in New York's Hudson Valley. The Farm Hub will serve as a regional center for farmer training, agricultural research and demonstration of innovative farm technologies. Gill Farms in Hurley, NY, will serve as the location for the Farm Hub. Gill Farms, in operation since 1937, is located on 1,255 acres of highly productive prime farmland in one of the



most scenic and productive agricultural regions in the Hudson Valley. The land purchase was funded by the NoVo Foundation with the intention of holding it until such time as an independent nonprofit organization can be formed to carry the Farm Hub's work forward. The Local Economies Project will manage the development and growth of the Farm Hub during this initial phase.

The mission of the Farm Hub is to:

- Provide training for new and existing farmers in sustainable agriculture and marketing
- Support research and demonstration of new technologies and practices that promote resiliency
- Assist farmers with secure and affordable access to land
- Assist farmers and entrepreneurs with access to capital to establish and grow their operations
- Serve as an educational resource for advances in local food and farming in the Hudson Valley

The farm property offers a unique opportunity to enhance the land with state-of-the-art resilient agriculture and farmland conservation practices. There will also be ample opportunity to demonstrate farm-based renewable energy opportunities like solar





Enter to Win the **Healthy School Lunch Contest**



**Healthy Ulster**  
county

Michael P. Hein, County Executive  
Dr. Carol Smith, Commissioner of Health

Enter to Win.....  
**The Healthy School  
Lunch Contest**



about:blank | The New York Times - Breaki... | Google | Ulster County Executive Mike Hein Introduces Local Law To Prevent Sale

ulstercountyny.gov/news/executive-press-releases/ulster-county-executive-mike-hein-introduces-local-law-prevent-sale

English | Español

Ulster County  
ulstercountyny.gov

GOVERNMENT RESIDENTS BUSINESS VISITORS HOW DO I?

Ulster County



### Ulster County Executive Mike Hein Introduces A Local Law To Prevent The Sale And Marketing Of Tobacco Products To Children

Posted: October 1, 2014

#### The New Legislation Creates "Tobacco Free School Zones"

Kingston, N.Y. – To implement his 2014 State of the County initiative to protect children from the harmful effects of exposure to tobacco products and marketing, Ulster County Executive Mike Hein today introduced a measure known as the "Ulster County Tobacco Free School Zone Law."

"An overwhelming majority of Americans who use tobacco products begin smoking while they are adolescents and become addicted before reaching the age of 18," said County Executive Hein. "Presently, tobacco companies continue to spend over \$2.5 million per day marketing their products, much of it through promotions and displays featured at the stores that our children frequent; and although existing law prohibits the sale of tobacco products to underage people, 20% of our State's youth purchase their cigarettes from a retail store. For all of these reasons and more, I am acting today to protect our young people."

Effective January 1, 2016, the proposed Law would require all New York State licensed tobacco retailers in Ulster County to possess a local license issued by the Ulster County Department of Health. Subject to compliance with all Federal and State laws and other requirements set forth in the proposed law, existing licenses could be transferred from one valid license holder to another doing business at the same location and new licenses could be applied for and granted anywhere in Ulster County, except within designated tobacco free learning zones (within 1000 feet of a public or private school). The proposed Local Law also calls for enhanced fines, training requirements and possible revocation of licenses for retailers who are found to be responsible for multiple violations of the Adolescent Tobacco Use Prevention Act; a New York State law that prohibits the sale of tobacco products to persons under 18 years of age.

"Smoking and other tobacco use is a leading cause of preventable death in our nation resulting in suffering, death and huge additional health care costs. In a special report marking the 50th

#### EXECUTIVE NEWS

**Ulster County Executive Mike Hein Announces Arrest Made On Charges Of Welfare Fraud**

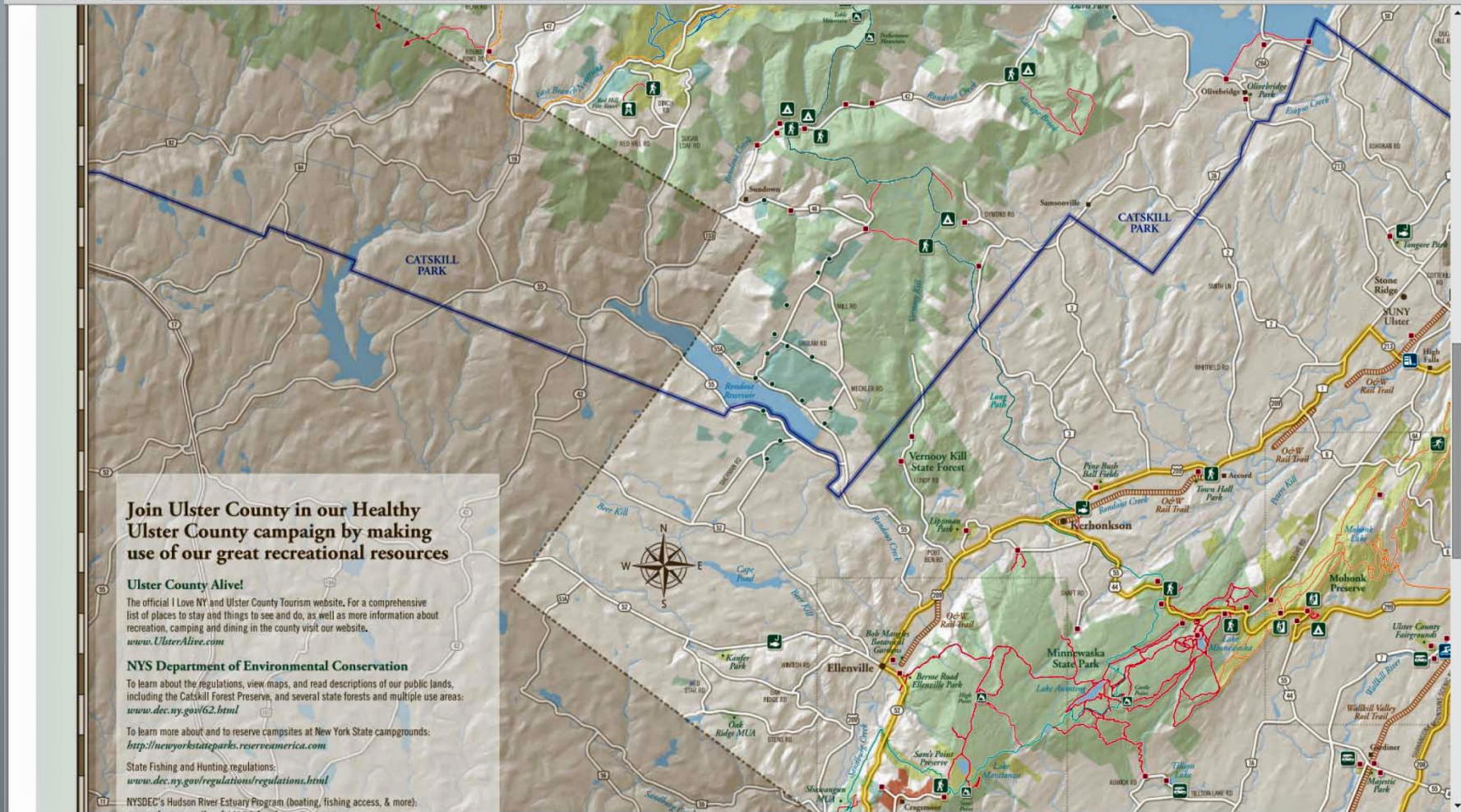
Posted on: October 9th, 2014

**Ulster County's "Zero Tolerance" Program**

[\[read more\]](#)



11:01 AM 10/14/2014



### Join Ulster County in our Healthy Ulster County campaign by making use of our great recreational resources

#### Ulster County Alive!

The official I Love NY and Ulster County Tourism website. For a comprehensive list of places to stay and things to see and do, as well as more information about recreation, camping and dining in the county visit our website.  
[www.UlsterAlive.com](http://www.UlsterAlive.com)

#### NYS Department of Environmental Conservation

To learn about the regulations, view maps, and read descriptions of our public lands, including the Catskill Forest Preserve, and several state forests and multiple use areas:  
[www.dec.ny.gov/62.html](http://www.dec.ny.gov/62.html)

To learn more about and to reserve campsites at New York State campgrounds:  
<http://newyorkstateparks.reserveamerica.com>

State Fishing and Hunting regulations:  
[www.dec.ny.gov/regulations/regulations.html](http://www.dec.ny.gov/regulations/regulations.html)

NYSDEC's Hudson River Estuary Program (boating, fishing access, & more).



## Welcome to Live Well Kingston!

[Like](#) [Share](#) 25 [Share](#)

**Live Well Kingston** is a city-endorsed coalition of organizations, businesses and individuals that work together to improve the environment, culture, and opportunities in Kingston, NY for residents to lead healthier lives. Live Well Kingston is championed by the City of Kingston as part of the Mayor's Wellness Initiative.

**Vision**  
Live Well Kingston envisions a community environment that promotes and supports healthier lifestyle choices.

**Mission**  
Live Well Kingston brings partners and residents together to facilitate policy, environmental, and systems changes that result in a healthy and active community.

**The Live Well Kingston coalition**

- Serves as a resource for education and a catalyst for decisions that foster healthy attitudes
- Acts as a catalyst of programming, policy, systems and environmental change
- Improves access to healthy, affordable, local food for children and families
- Improves access to parks for active play through environmental changes and programming

Keep up to date! Join Us

Email Address:

[Join](#)

Privacy by **SafeSubscribe**<sup>SM</sup>  
For Email Newsletters you can trust

Live Well Kingston Facebook Feed

**Creating Healthy Places Ulster County**  
<http://www.shoprite.com/wp-content/uploads/2014/10/Kingston-NY-October-2014.pdf> Friday, October 17th at ShopRite of Kingston Rachel's Recipes: Bone & Joint Awareness Week 3-5pm.



# CREATING HEALTHY PLACES

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- HEALTHY ACTIVITY
- HEALTHY EATING
- HEALTHY YOUTH
- HEALTHY BLOG
- MORE...



Ready to roll at Forsyth Park

## Welcome to Our Site

Thank you for your interest in making Ulster County a healthier place to live. Targeting obesity and type 2 diabetes, our CHP project focuses on effecting policy changes to increase access to healthy foods and to provide safe, accessible opportunities for physical activity.

ABOUT CHP



Ulster County Executive Mike Hein and City of Kingston Mayor Shayne Gallo present CCEUC staff (CHP Project Director Melinda Herzog, Executive Director Lydia Reidy, and Live Well Kingston Project Director Kristen Wilson) with five awards from the Let's Move! Cities, Towns and



CHR&R logo.jpg

Show all downloads...





## Join the Movement

PreventObesity.net is building a national network to power the movement to prevent childhood obesity. Whether it's joining a local parents' group to get healthier food choices available in nearby schools or supporting a large organization for a national day of action, you can play a part in this movement. Join today!

First Name\*

Last Name\*

Email\*

Cell Phone  Zip/Postal Code\*

Sign me up for PreventObesity.net. Keep me informed about this and other actions. I have read and agreed to the [Privacy Policy](#), [Terms of Service](#) and am over 13 years old. I understand that I may unsubscribe at any time.

[Join Today!](#)



305,652 Supporters  
and 3,531 Leaders  
in 50 States

fighting to reduce  
childhood obesity.

[Map of the Movement](#)



Act Today



### Become a Leader

PreventObesity.net Leaders are a group of extraordinary individuals who are actively working in their communities to change policies and environments to reduce childhood obesity.



Providing FREE and HEALTHY PHYSICAL ACTIVITY for Ulster County Families.

2012  
**LET'S MOVE!**  
**ULSTER!**  
Fun For the Whole Family!  
**KICK-OFF!**

Let's Move Ulster is a series of FREE events all year long!  
Don't miss our KICK-OFF Event on:

**April 29th**

1pm-4pm @



9W Kingston



**DAY INCLUDES:**

Preview of Events  
for the Year

Free Access to  
Health and Fitness  
Professionals

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**center for creative education**

Ulster County Department of Health | Partners in Public Health



MICHAEL P. HEIN  
County Executive



Healthy Ulster  
county



Let's Move' dance event draws hundreds - Dailyfreeman.com - Windows Internet Explorer

http://www.dailyfreeman.com/articles/2011/06/23/news/doc4e29b8a50424294340588.txt

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NEWS


## 'Let's Move' dance event draws hundreds

Published: Thursday, June 23, 2011

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By **KYLE WIND**  
Freeman staff

KINGSTON — The organizer of Tuesday night's "Let's Move, Ulster" event at Dietz Stadium estimated 700 people attended to help raise awareness about obesity and healthy living.



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Bryant "Drew" Andrews, the Center for Creative Education's artistic/managing director, said an attempted head count by organizers lost track after tallying 480 people on the field, and there were another 200 people cheering on the throng performing pop singer Beyonce Knowles' dance moves.

Knowles, who was enlisted to support first lady Michelle Obama's anti-obesity campaign, created the "Move Your Body" video with dance moves to accompany her song.

Andrews has described the initiative as a cooperative effort involving the Ulster County Health Department, the Kingston school district and youth organizations that is part of the national push to get the next generation of children away from their TVs and computers.

"I think we followed through on our goal," Andrews said. "We had fun, and we put the word out for

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# www.HeathyUlsterCounty.net

An Online Resource Center for **All Things Preventative Health** in Ulster County

The screenshot shows a web browser window displaying the homepage of www.healthylulstercounty.net. The browser's address bar shows the URL. The website header includes the Ulster County seal, the text "Welcome to the Healthy Ulster County Network", and a search bar. A navigation menu contains links for Home, What is the Healthy Ulster County Network, Healthy Living/Dining in Ulster County, Healthy UC Events, Media Center, Online Resources to Keep Your Family Healthy, I Want to Participate, and Contact Us. The main content area is divided into several sections: a "Welcome Video" featuring County Executive Mike Hein, a "You Have the Power..." video about childhood obesity, a "Today's Featured Healthy Recipe" for oven-baked red pepper risotto, a "Healthy Tip of the Day" about trying different workouts, a "Featured Restaurant" section for Kyoto Sushi, and a "UC Recreational Resource Map" link. The footer shows the Windows taskbar with various application icons and the system clock indicating 3:50 PM on 6/19/2012.

Google Home  
www.healthylulstercounty.net

Michael P. Hein  
County Executive

Welcome to the  
Healthy Ulster County  
Network

Search...

Home What is the Healthy Ulster County Network Healthy Living/Dining in Ulster County Healthy UC Events Media Center Online Resources to Keep Your Family Healthy I Want to Participate Contact Us

**Welcome Video**  
Welcome to the Healthy Ulster County Network website. We are proud to be able to collaborate with community partners to offer you a comprehensive directory of preventative health resources.  
**County Executive Mike Hein**

**You Have the Power...**  
Combating childhood obesity is the #1 public health issue in the nation and a major part of County Executive Mike Hein's Healthy Ulster County initiative. This video outlines the small steps you can take to keep your family healthy and strong!

**Today's Featured Healthy Recipe:**  
Oven-baked red pepper risotto

**Healthy Tip of the Day:**  
Have fun. Dreading your workout never works out; try different activities until you find a variety of workouts you enjoy.

**FEATURED RESTAURANT**


**Kyoto Sushi**  
337 Washington Avenue  
Kingston, NY 12401  
(845) 339-1128  
<http://www.kyotokingston.com/>

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**Another Successful Let's Move Ulster Event at Dietz Stadium!**

**UC Recreational Resource Map**  
Check out Ulster County's new, interactive recreation resources map. It offers a comprehensive overview of all of the great natural assets in the region.

Start  
3:50 PM  
6/19/2012



Leadership for Healthy Communities


Advancing Policies to Support Healthy Eating and Active Living


# Rural Childhood Obesity Prevention Toolkit

October 2014

Leadership for Healthy Communities is a national program of the Robert Wood Johnson Foundation.

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