

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



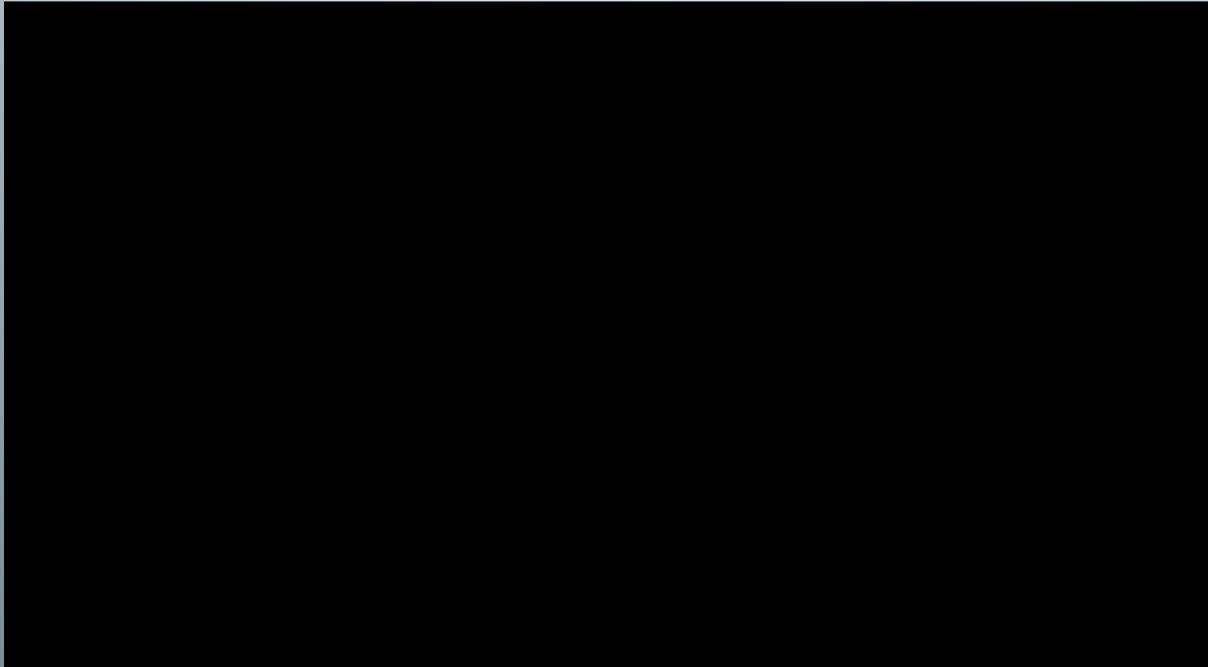


“My goal is to make Ulster the healthiest county in New York”

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)

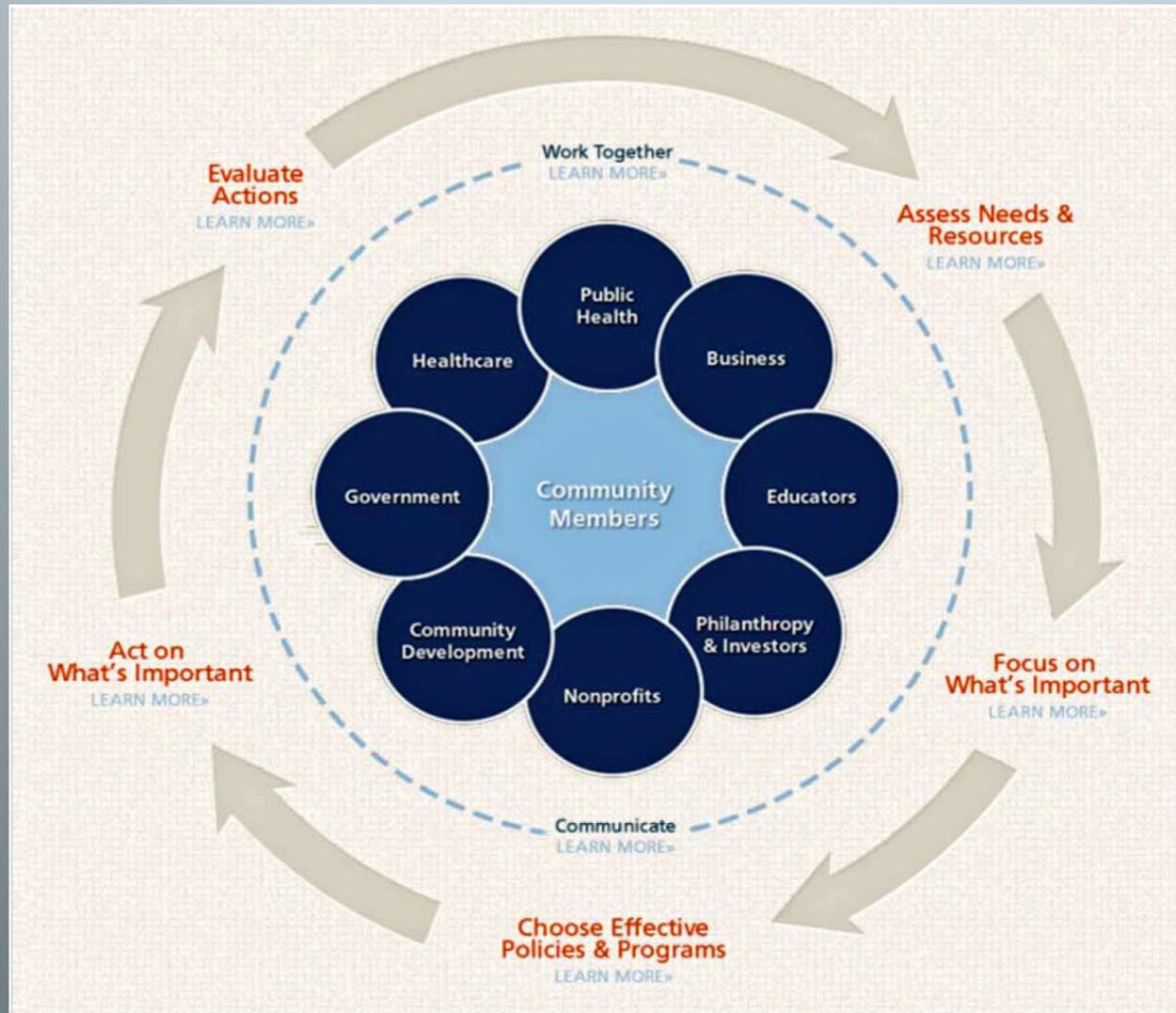
NYS

- 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

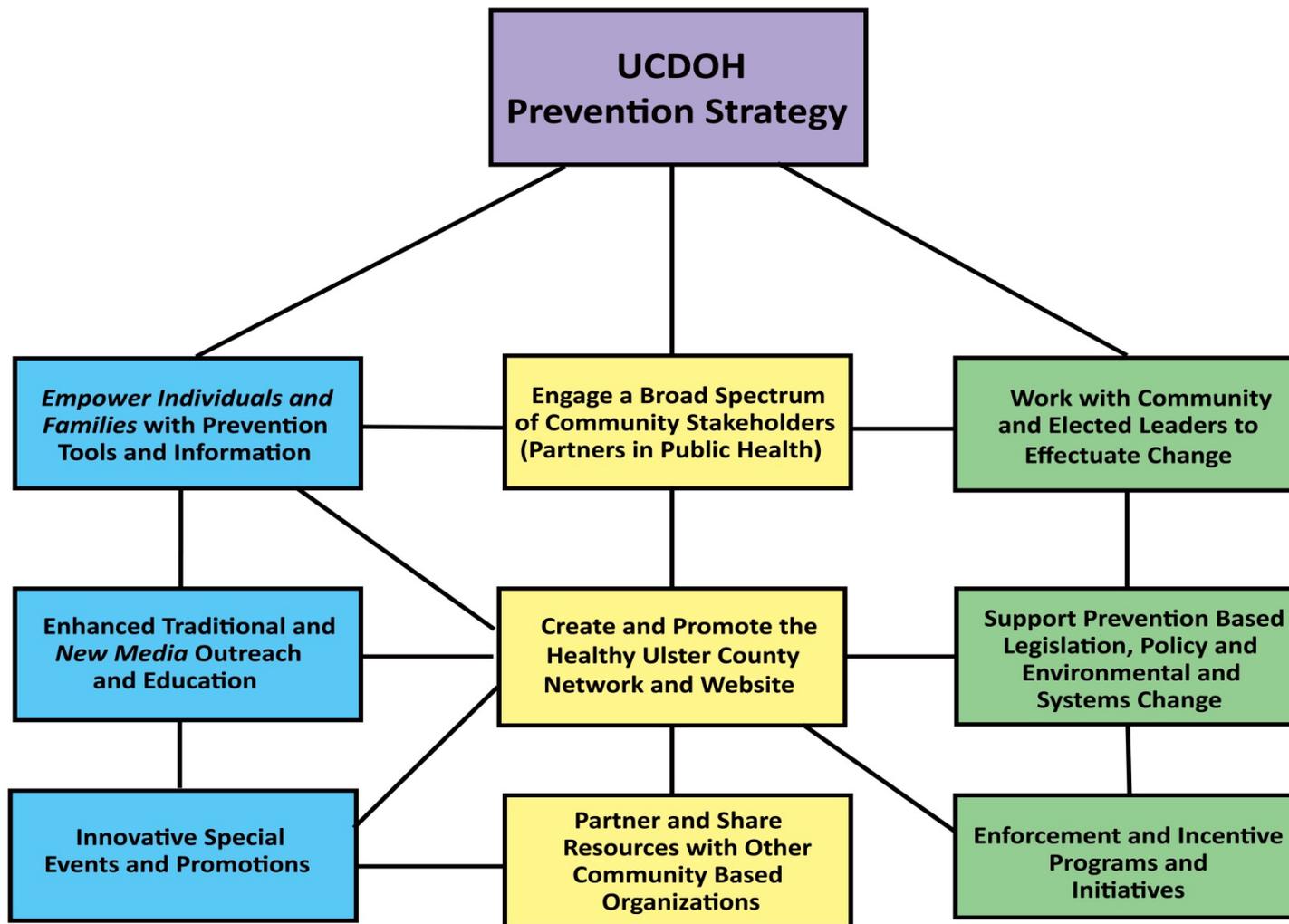
Model for Community Action



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)

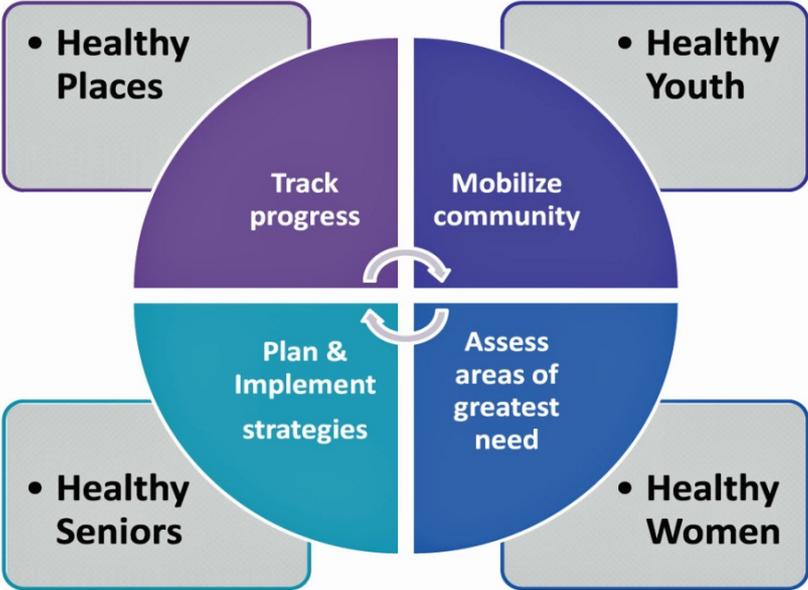
Next Step: “Connect the dots”. Bring all community partners and stakeholders (especially the school community) together to focus on a common strategy for measurable results – and success!



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

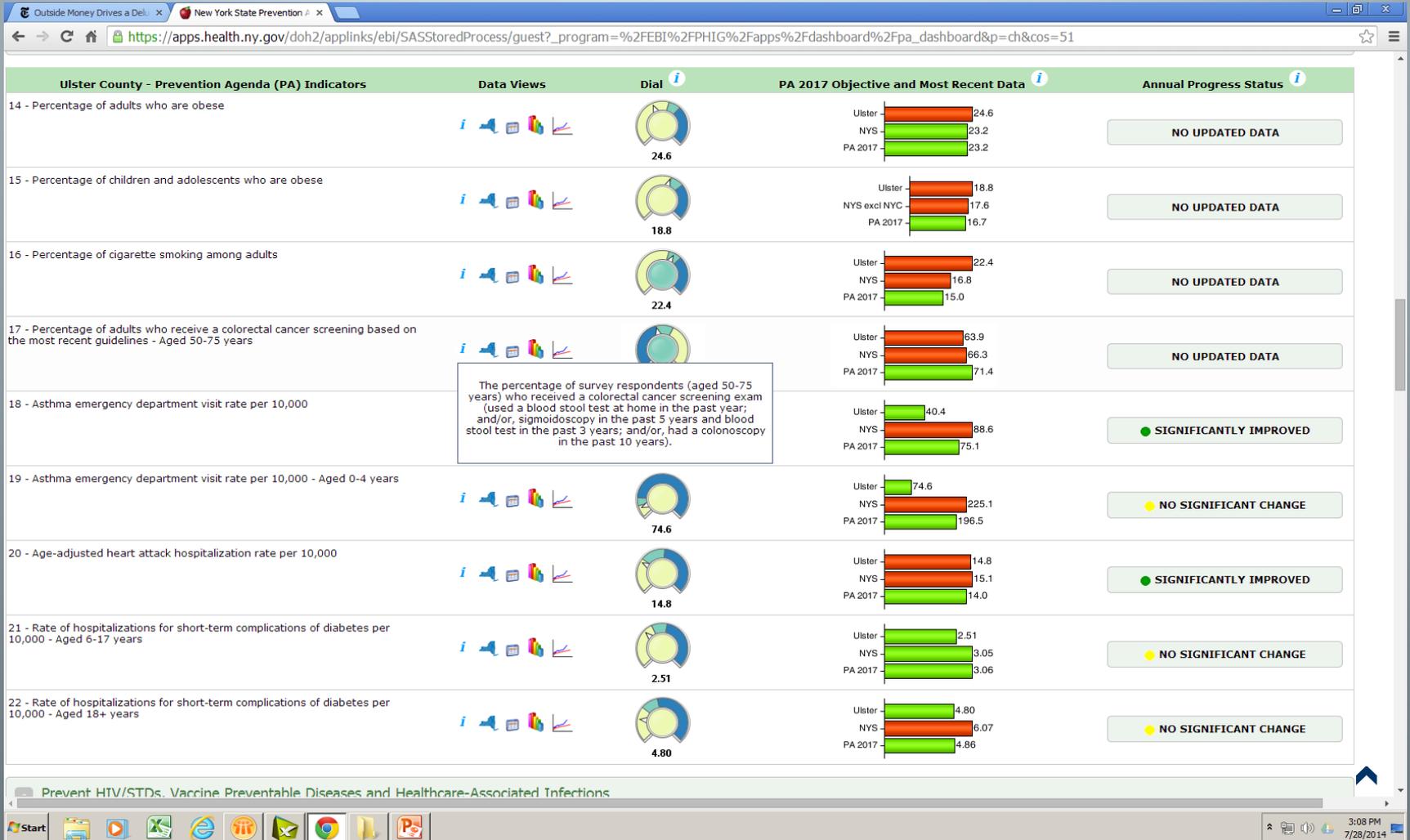
“In keeping with the NYS Health Improvement Plan, the Prevention Agenda 2013-17, NYSDOH is asking local health departments and hospitals to collaborate with each other and community partners on the development of these documents.

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 3rd 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.

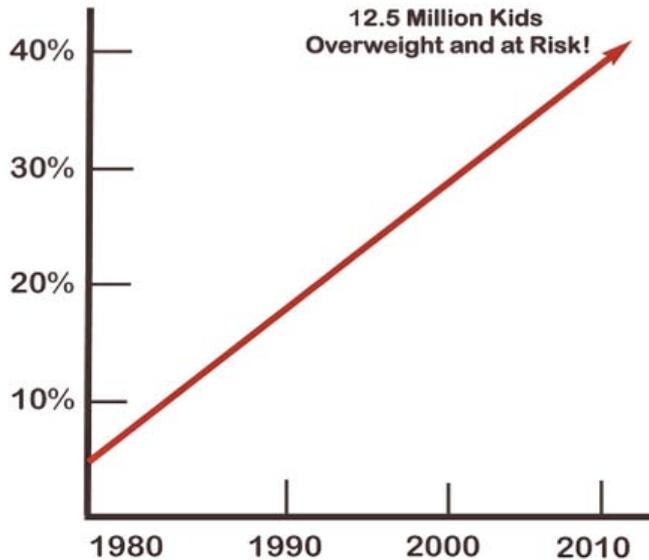
Health care to treat obesity-related illnesses and conditions cost the United States an estimated \$150 billion, per year - *and New York State more than \$11.8 billion, per year*

- *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.

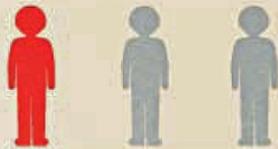
For more information, call the Ulster County Department of Health at 845.340.3160 or by email at: HealthEd@co.Ulster.NY.us

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.

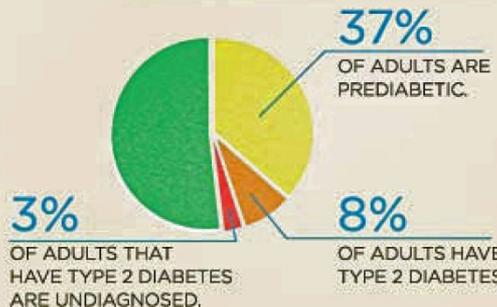
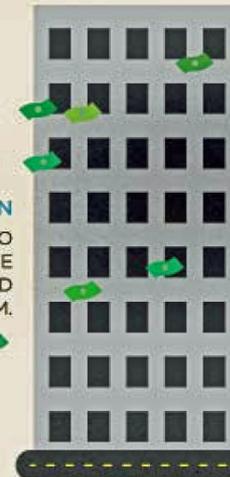


\$190.2 BILLION
ESTIMATED ANNUAL COST OF
OBESITY-RELATED ILLNESS.



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**

1st Graders = 32%

3rd Graders = 35%

5th Graders = 40%

7th 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 seed buns and green lettuce. The background is a solid yellow color.

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
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.





- HOME
- ABOUT
- HUDSON VALLEY
- INITIATIVES
 - FARM HUB
 - FARM HUB FAQs
 - FARM STAND
 - FOOD HUBS
 - WHITE PAPER: FINANCE
 - WHITE PAPER: GRAIN
 - FOOD HUBS REPORT
 - EDUCATION & COMMUNITY
- CONTACT
- NEWS
- JOIN OUR EMAIL LIST

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



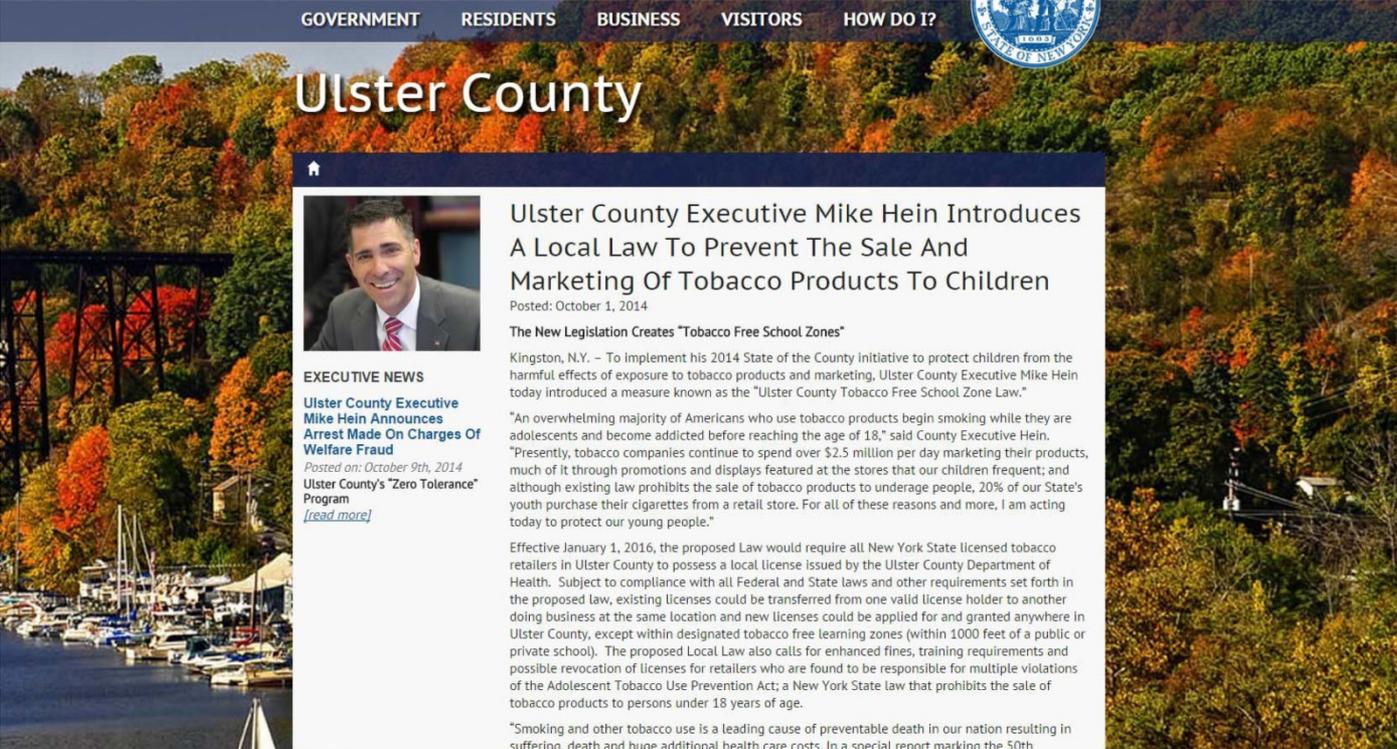
EXECUTIVE NEWS

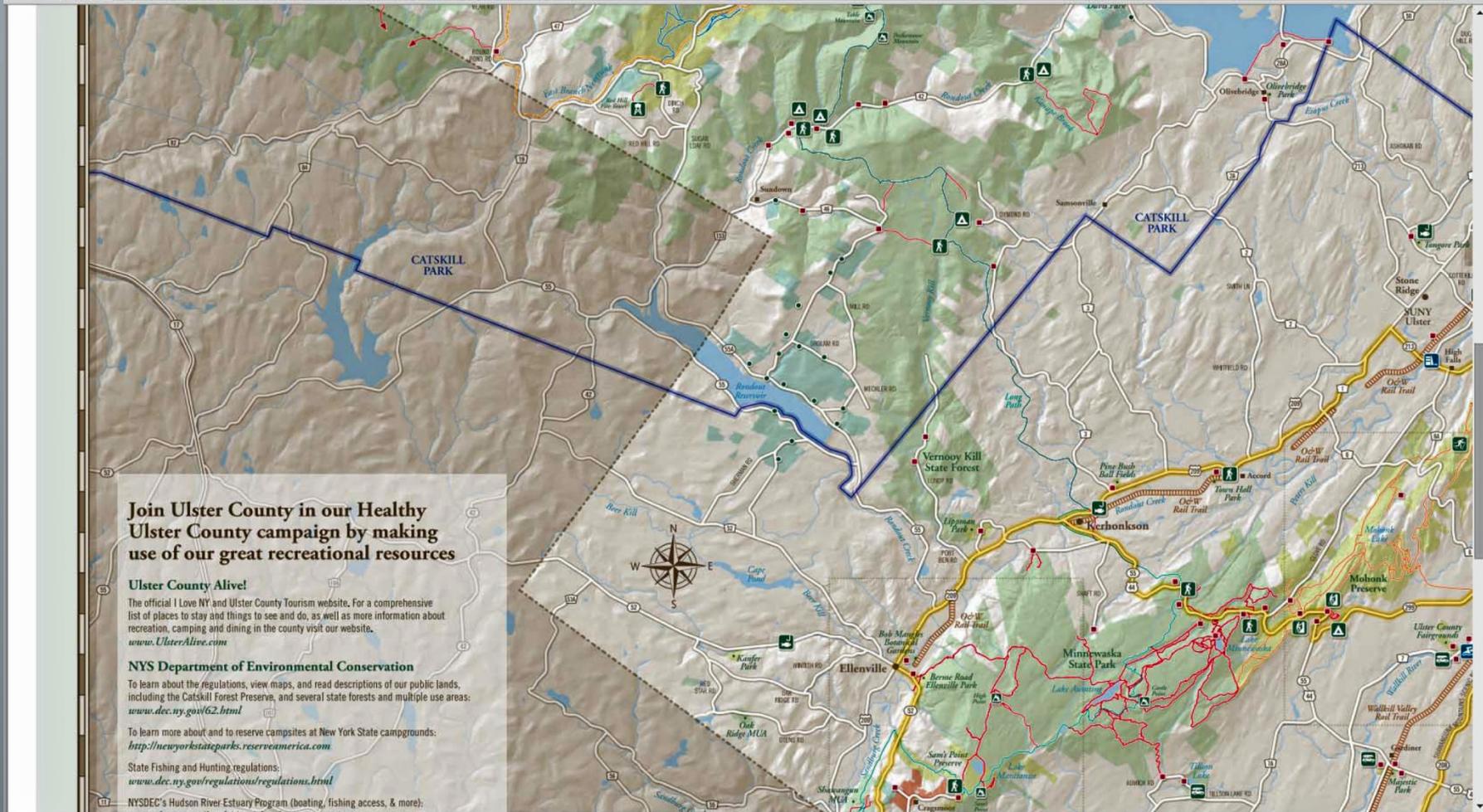
Ulster County Executive Mike Hein Announces Arrest Made On Charges Of Welfare Fraud

Posted on: October 9th, 2014

Ulster County's "Zero Tolerance" Program

[\[read more\]](#)





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

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

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

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**SM
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

Like us on Facebook
Email us



- HOME
- ABOUT
- 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





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*

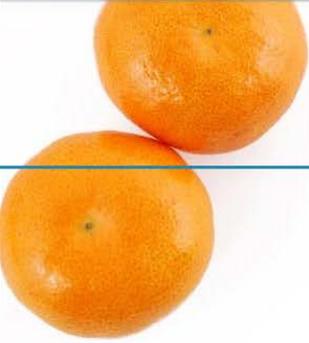
Last Name*

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

Free "Take Home" Activities

Active Play, Games,
Demonstrations,
and Fitness

[facebook/LetsMoveUlster](https://www.facebook.com/LetsMoveUlster)

www.healthyulstercounty.net



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

Convert Select
bing lets move ulster

UP ANY BUSINESS CREDIT CARD

HOME NEWS SPORTS OBITUARIES BUSINESS OPINION ENTERTAINMENT LIFE BLOGS VIDEO JOBS REAL ESTATE CARS CLASSIFIEDS MARKETPLACE

SEARCH The Web Dailyfreeman.com Search YAHOO! SEARCH HALLOWEEN

NEWS

'Let's Move' dance event draws hundreds

Published: Thursday, June 23, 2011

Tweet 3 0 Digg 1 Recommend 3 share

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.



Click to enlarge

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

FYI midhudson.com
GET CONNECTED
FIND A LOCAL BUSINESS
Search Categories GO

Don't be scared by your credit score!
546
TransUnion

News Videos

RESEARCH **fyidiving.com**

Like Follow 2008 Shares Tweets Email RSS Video Blogs

Page: 1 of 1 Words: 0

Start Internet | Protected Mode: On 100% 10:48 AM 10/3/2011



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:

- Welcome Video:** A video player showing County Executive Mike Hein. Text: "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...:** A video player showing a woman. Text: "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:** A photo of a bowl of risotto. Text: "Oven-baked red pepper risotto".
- Healthy Tip of the Day:** A graphic with the text "Healthy Living". Text: "Have fun. Dreading your workout never works out; try different activities until you find a variety of workouts you enjoy."
- FEATURED RESTAURANT:** A section for "Kyoto Sushi" at 337 Washington Avenue, Kingston, NY 12401. Contact: (845) 339-1128. Website: <http://www.kyotokingston.com/>. Text: "Whether you are a sushi lover or simply appreciate the finest in authentic Japanese cuisine, Kyoto Sushi is the place to dine for sushi, sashimi, teriyaki and tempura in the Hudson Valley. Choose a sushi or sashimi dinner or one of our many..."
- Another Successful Let's Move Ulster Event at Dietz Stadium!**: A photo of a large group of people at an event.
- UC Recreational Resource Map:** A graphic for "Ulster County REConnect". Text: "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."

The Windows taskbar at the bottom shows the Start button, several application icons (Internet Explorer, Firefox, etc.), and the system tray with the date and time: 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.

www.leadershipforhealthycommunities.org

 facebook.com/LHCommunities

 twitter.com/LHCommunities