

*Walk This Weigh Oklahoma*  
Kick-off Media Kit 2003



Oklahoma State Department of Health  
(September/October 2003)

September\_\_\_\_, 2003

Dear *Walk This Weigh Oklahoma* Partner:

Thank you for being a part of the dynamic campaign designed to help reduce obesity in Oklahomans. We hope to make this a fun adventure and I know you are all hard at work preparing your events and programs to fit the needs of your communities.

Hundreds of partners across the State of Oklahoma, including schools, businesses and non-profit organizations have joined efforts like yours to promote health and wellness in their local communities.

The Oklahoma State Board of Health, health departments, and Oklahoma Turning Point Council strongly support “Creating a State of Health” in Oklahoma. We believe that healthy families are good for communities, businesses and the entire state. We are partnering with you and support your efforts to make this campaign a great success.

This media kit is designed to help you write your own news releases and public service announcements to promote your events with the media in your area. Feel free to make changes or use them like they are by filling in the blanks to include your local information.

Recruit someone on your committee to help with publicity for local media interviews to promote your events and projects. Better yet, get the media directly involved! Have some fun while you *Walk This Weigh Oklahoma!*

Sincerely,

# Community Media Advisory

For Release: (month, day, year)  
Contact: (Name, Title)  
(Organization's name)  
(Telephone number)

Local Community Kicks Off *Walk This Weigh* in (Name of Town)

What: *Walk This Weigh Oklahoma* health promotion kickoff for (name of city/county) to improve health

Date/Time: (list Oct. 2 events or other dates of kickoff October events)

Location: (list location/s in your city/county that correspond with dates listed)

Featuring: (list local attractions, celebrities, programs or highlights)

Background: (list facts you want media to know about the scheduled activities and sponsors in bullet format and save details for the news release and interviews)

The message is simple. *Walk This Weigh Oklahoma* encourages you to walk at least 30 minutes a day, three times a week. Reduce fat intake by one to three percent and enjoy a healthier life. *Walk This Weigh* is designed to improve the health of all the residents of Oklahoma by:

- raising public awareness through a fun and innovative approach to reducing individual weight and increasing physical activity levels;
- implementing healthy community design and smart growth strategies;
- and advocating for nutritional and physical activity policies and standards in schools, worksites, healthcare systems, and governmental entities.

(Optional – You can print and attach the Schedule of Events in this document to show the media all activities planned around the state.)

# News Release for Communities

For Release: (month, day, year)  
Contact: (Name, Title)  
(Organization's name)  
(Telephone number)

## **Local Communities Kick Off *Walk This Weigh Oklahoma* Events**

The people in \_\_\_\_\_ (city or county or community name) are taking back control of their lives and their health! They plan to walk, run, jump or crawl to get their bodies fit again through exercise, good nutrition, and by participating in local *Walk This Weigh Oklahoma* activities and events for all ages. The statewide kickoff will begin Oct. 2.

“We hope to have activities available for all ages. Come out and bring the entire family to the \_\_\_\_\_,” said (name, title/organization). “Our local activities include \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.”

The schedule is as follows:

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Three of the leading causes of death in Oklahoma are heart disease, stroke and arteriosclerosis. However, local health officials say the good news is something can be done to help prevent many of those deaths and they are taking the first step toward health.

“In many cases we will need to change our attitudes and lifestyles. Many of these deaths can be prevented or reduced by proper nutrition and exercise,” said \_\_\_\_\_.

The Oklahoma State Department of Health (OSDH), Oklahoma Turning Point Council (OTPC) and its more than 1,000 partners statewide are doing something about it and they want you to join them on (time and date) at the (place and address)\_\_\_\_\_.

“The message is simple. *Walk This Weigh Oklahoma* encourages you to walk at least 30 minutes a day, three times a week. Reduce fat intake by one to three percent and enjoy a healthier life,” said community partner\_\_\_\_\_ .

At least 19 communities in Oklahoma have agreed to kick off a major statewide health initiative to encourage Oklahomans to live healthier lives. These communities are actively participating in the *Walk this Weigh Oklahoma* program with their own locally created community projects and activities. Those locations include: Norman, Jackson County, Cherokee County, Bristow, Eufaula, Kingfisher, Muskogee, Choctaw County, and The Choctaw Nation with its 10 county areas.

The OTPC, local businesses, schools, and non-profits are partnering with the *Walk This Weigh Oklahoma* initiative to make a difference in their personal health and to improve their communities. Some reasons why local organizations and businesses are joining the efforts to improve health include:

- In Oklahoma, approximately 43 percent of the adults report no leisure time physical activity.
- Thirteen percent of children and adolescents are now overweight or obese, which represents more than a doubling in the last 30 years.
- More than 15 percent of our youth are considered obese and about 33 percent of all children under age 18 are at high risk for Type 2 diabetes.
- Almost 80 percent of Oklahomans are eating fewer than five servings of fruits and vegetables per day.

*Walk This Weigh Oklahoma* is just one small step in a healthy direction. It is designed to improve the health of all the residents of Oklahoma by:

- raising public awareness through a fun and innovative approach to reducing individual weight and increasing physical activity levels;
- implementing healthy community design and smart growth strategies;
- and advocating for nutritional and physical activity policies and standards in schools, worksites, healthcare systems, and governmental entities.

For more information about *Walk This Weigh Oklahoma* or to see what your community is planning, call the county health department in your area or visit the OTPC Web site at <http://www.otpc.org>.

# Media Advisory – State Capitol Kick Off

For Release: September\_\_\_, 2003  
Contact: Pamela Williams  
Office of Communications  
405/271-5601

## ***Walk This Weigh Oklahoma, To Promote Better Health***

What: *Walk This Weigh Oklahoma* health promotion kick off for Oklahoma County and statewide health campaign to walk to improve health.

Date/Time: Thursday, Oct. 2 from 11:30 a.m. to 1:00 p.m. *Walk for Health Day*

Location: Oklahoma County walk from OU Health Sciences Center and ends at the State Capitol

Featuring: Oklahoma State Health Commissioner Dr. Leslie Beitsch will lead the Walk for Health to the State Capitol to seek support to improve Oklahoma's health status.

Several speakers will address the walkers at noon on the steps of the State Capitol.

Background: The message is simple. *Walk This Weigh Oklahoma* encourages you to walk at least 30 minutes a day, three times a week. Reduce fat intake by one to three percent and enjoy a healthier life.

*Walk This Weigh Oklahoma* is designed to improve the health of all the residents of Oklahoma by:

- raising public awareness through a fun and innovative approach to reducing individual weight and increasing physical activity levels;
- implementing healthy community design and smart growth strategies; and
- advocating for nutritional and physical activity policies and standards in schools, worksites, healthcare systems, and governmental entities.

# News Release for State Capitol Walk

For Release: September \_\_, 2003  
Contact: Pamela Williams  
Office of Communications  
405/271-5601

## ***Walk This Weigh Oklahoma* Sponsors Walk For Health on Oct. 2**

Three of the leading causes of death in Oklahoma are heart disease, stroke and arteriosclerosis. That's the bad news. However, health officials say the good news is something can be done to help prevent many of those deaths. However, it will take a change in attitude and lifestyle. According to the Oklahoma State Department of Health, deaths can be reduced through proper nutrition and exercise.

The Oklahoma State Department of Health (OSDH), Oklahoma Turning Point Council (OTPC) and its more than 1,000 partners statewide are doing something about it and they want you to join them in the *Walk This Weigh Oklahoma* statewide health initiative kicking off with a Walk for Health 11:30 a.m. to 1:00 p.m. on October 2.

"The message is simple. *Walk This Weigh Oklahoma* encourages you to walk at least 30 minutes a day, three times a week. Reduce fat intake by one to three percent and enjoy a healthier life," said State Health Commissioner Dr. Leslie Beitsch. "Healthy families are good for communities, businesses and the entire state's prosperity."

In Oklahoma City, a Walk for Health is planned during the lunch hour from the OU Health Sciences Center to the State Capitol. The public is invited to participate. Statewide, the goal is to have 150,000 Oklahomans participating in their own community events.

At least 19 communities in the state have agreed to kick off a major statewide health initiative that same day to encourage Oklahomans to live healthier lives. The communities are actively participating in the *Walk this Weigh Oklahoma* program and many have already begun community projects to improve the quality of life in their

towns. Those locations include: Norman, Jackson County, Cherokee County, Bristow, Eufaula, Kingfisher, Muskogee, Choctaw County, and The Choctaw Nation with its 10 county areas.

“Good health begins with the individual taking control over their personal lifestyle choices to live the best quality of life possible,” said Beitsch. “The Turning Point Council, businesses and nonprofits are partnering with the *Walk This Weigh Oklahoma* initiative to make a difference in the personal and economic lives of residents in their communities by providing local incentives and contests to inspire and encourage people to take control of their health,” he said.

So, why is the health department partnering with the OTPC to promote this program? Some of the bleak facts about our health status today are:

- U.S. adult obesity rates have risen drastically in the last decade from 12 percent to 20 percent.
- In Oklahoma, approximately 43 percent of the adults report no leisure time physical activity.
- Thirteen percent of children and adolescents are now overweight or obese, which represents more than a doubling in the last 30 years.
- More than 15 percent of our youth are considered obese and about 33 percent of all children under age 18 are at high risk for Type 2 diabetes.
- Almost 80 percent of Oklahomans are eating fewer than five servings of fruits and vegetables per day.

*Walk This Weigh Oklahoma* is just one initiative that health departments are partnering with to provide a positive response to a bad situation. The initiative is designed to improve the health of all the residents of Oklahoma by:

- raising public awareness through a fun and innovative approach to reducing individual weight and increasing physical activity levels;
- implementing healthy community design and smart growth strategies; and
- advocating for nutritional and physical activity policies and standards in schools, worksites, healthcare systems, and governmental entities.

For more information about *Walk This Weigh Oklahoma* or to see what your community is planning, call the county health department in your area or visit the OTPC

Web site at <http://www.otpc.org>. (A partial listing of events planned statewide is attached.)

# *Walk This Weigh Oklahoma*

## Statewide Schedule of Events

### October Events:

Oklahoma County -- *Walk This Weigh Oklahoma* --“Walk for Health” -- The Oklahoma State Department of Health and Oklahoma Turning Point Council will kick off October 2 with a walk from 11:30 a.m. to 1 p.m. from the OU Health Sciences Center to the State Capitol. State Health Commissioner Dr. Leslie Beitsch and other dignitaries will lead the walk. The public is invited to attend.

Norman – Kickoff event will be on October 2 at 12:15 p.m. at Andrews Park. The community will focus on worksite health initiatives and family events that promote healthy lifestyle choices. There are several celebrities scheduled to participate in the monthly Celebrity Stroll that occurs at various sites throughout the year.

Jackson County – Kick off event is October 2 from 2:00 p.m. – 7:00 p.m. at the Altus Community Center and Reservoir. Miss Oklahoma, Kelly Scott, will be on hand as local businesses weigh-in for the Team Challenge. Various vendors will be on hand with information about improving individual health.

Cherokee County – Kick off event is October 2 at 5:30 p.m. at the NSU Beta Field. Participants will be walking the one-mile route through Main Street and ending at the Cherokee County Court House. Merchants will set-up along the route with sale items and health information. The NSU band and pom-pom squad will be on hand to motivate walkers.

Bristow – Kick off is October 2 at 5:30 p.m. on Main Street. Participants will sign up to walk around the world in 12 months. Various partners will encourage residents to walk the number of steps that would allow them to reach different destinations in the world.

Eufaula – The Community Garden is the focus of the yearlong *Walk This Weigh* initiative. The community will focus on healthy food choices aimed at reducing obesity rates in the community. The Creek Nation is working in several schools with the Route 66 curriculum and promoting jump rope as an alternative way of exercising with youth.

Kingfisher – The community is focusing on smart growth strategies that will allow for continuation of the master trails plan. The goal is to have facilities available for every citizen in the community that will encourage healthy lifestyles.

Muskogee – Kick off at Arrowhead Mall 8 a.m. to 2 p.m. with booths, businesses and various demonstrations on exercise options, nutrition and walking programs. There will

be a senior square dancing demonstration, and the schools are participating in the Route 66 curriculum.

Choctaw County - One-mile walk beginning at Choctaw Memorial Hospital and ending at the Choctaw County Agriplex from 9 am to 12 pm on Oct. 2. The hospital will be available during that time to do health screenings. Healthy snacks will be provided to participants along the way.

Choctaw Nation – Target groups include: Employees of the Choctaw Nation, Health Care Center, Jones Academy, Choctaw Nation Basketball Camps, Choctaw Nation Youth Summer Wellness Camps, Antlers Community, and Choctaw Nation Tribal Members. The Nation will implement “Employee Wellness/Fitness Program” via a virtual Trail of Tears walk.

# Radio PSA *Walk This Weigh Oklahoma*

*Walk This Weigh Oklahoma*

:30 Radio public service announcement (psa)

Local businesses, schools, and communities are asking you to *Walk This Weigh Oklahoma*. You can begin to improve your health by walking at least 30 minutes a day, three times a week, and reduce fat intake by one to three percent. To find out about activities and prizes available in your area, call the \_\_\_\_\_ or county health department in your area.

(You can add the name of a local sponsor, contact, or county health department as the referral source for the media.)

# *Walk This Weigh Oklahoma* Fact Sheet

## A Call to Action

- U.S. adult obesity rates have risen drastically in the last decade from 12 percent to 20 percent.
- Thirteen percent of children and adolescents are now overweight or obese, which represents more than a doubling in the last 30 years.
- More than 15 percent of our youth are considered obese and about 33 percent of all children under age 18 are at high-risk for Type 2 diabetes.
- According to the 2001 Surgeon General's Call to Action, overweight issues among children and adolescents are generally caused by lack of physical activity, unhealthy eating patterns or a combination of the two behaviors.
- The national report *America's Health: UnitedHealth Foundation State Health Rankings 2002*, shows Oklahoma ranked 46th in the nation in the overall health of its citizens.
- Oklahoma has a 21.4 percent higher rate of heart disease than the rest of the nation; a 25.2 percent higher rate of chronic pulmonary diseases such as emphysema; a 14.7 percent greater incidence of stroke.
- Oklahoma is the only state whose death rate has been increasing since 1990.
- In Oklahoma, about 43 percent of the adults report no leisure time physical activity.
- Almost 80 percent of Oklahomans eat fewer than five servings of fruits and vegetables per day.
- Oklahoma ranks 46th in spending money to support public health and prevention programs.

The *Walk This Weigh Oklahoma* initiative is designed to help improve the health of all the residents of Oklahoma by:

- raising public awareness through a fun and innovative approach to reducing individual weight and increasing physical activity levels;
- implementing healthy community design and smart growth strategies; and
- advocating for nutritional and physical activity policies and standards in schools, worksites, healthcare systems, and governmental entities.

The Oklahoma State Board of Health, Oklahoma Turning Point Council, and local health departments support the efforts of community partners in "Creating a State of Health".