



## Live Your Life Program Summary

1. Live Your Life is a year-long community-based wellness initiative with the main goal of promoting healthy eating habits and increased physical activity in Tamaqua, and the secondary goal of reducing prevalence and burden of diabetes and other chronic diseases.
2. Collaborate for a Healthy Weight committee will serve as the coalition to plan a community-driven approach to promoting healthy lifestyles.
3. We are concerned because our local area has high rates of diabetes and other chronic diseases, childhood and adult obesity, and physical inactivity. We want to make positive changes in Tamaqua so community members can live healthier, longer lives.
4. Our coalition wants to help educate, motivate and mobilize community members toward living healthier lives. We are adapting a program from New York, **Vive tu Vida**, to promote a message that communicates how to live a healthy and joyful life. The positive messages look to reinvent the concept of being healthy as something fun and pleasurable.
5. The initiative will start off with a kick off event promoting healthy lifestyles during Month 1 (Tamaqua Fit Day, Saturday, May 19<sup>th</sup>).
6. Each month during Months 2-11, a different healthy habit lifestyle message will be promoted. These messages are:
  - **Switch to low-fat (1% or less) milk, cheese and yogurt (June)**
  - **Eat plenty of vegetables and some fruit every day (July)**
  - **Eat smaller amounts (August)**
  - **Turn off the screens and live your life (September)**
  - **Be physically active every day (October)**
  - **Drink water instead of soda or juice (November)**
  - **Eat less fast food (December)**
  - **Snack on healthy foods (January)**
  - **Get enough sleep (February)**
  - **Do something healthy every day that makes you feel good (March)**
7. The initiative will have a wrap-up month during Month 12, with special events and recognition for successes.



8. We want to partner with as many community members, businesses, restaurants, stores, agencies and community leaders as possible to promote the monthly messages.

**9. Ways to participate-**

- Join the Coalition planning group.
- Sign a pledge that you/your organization is committed to promoting healthy lifestyles.
- Prominently display the Live Your Life logo at your location, and promote that you are a community partner interested in helping Tamaqua become healthier.
- Participate in the kickoff event.
- Post Live Your Life monthly educational messages at your site.
- Share Live Your Life materials at events/meetings your organization holds throughout the month.
- Make changes in your organization that promote healthier lifestyles.
- Partner with Coalition members to hold events at your location to promote monthly messages and advocate for environmental changes to support healthier lifestyles (low-fat menu items at restaurants, fresh produce at local stores, walking paths, exercise groups throughout South Bethlehem).
- Invite other individuals and organizations to join the Initiative to promote broad participation.

10. We invite you to join this initiative and be listed as a participating agency on our promotional materials.

For additional information, please contact:

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