



HEALTH SERVICES AGENCY

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Media Advisory

West Modesto King Kennedy Neighborhood Collaborative Event Eat Well! Play Well! Be Well! Expo

STANISLAUS COUNTY – The “Eat Well! Play Well! Be Well!” Expo will provide information and demonstrations to encourage children and families to enjoy *healthy eating and active living*. The event, hosted by the West Modesto King Kennedy Neighborhood Collaborative, will include food demonstrations, physical activities for all ages, health screenings and information, the Kaiser mobile health unit, martial arts demonstrations, an Omega Psi Phi Fraternity demonstration, live radio remotes from KMIX 100.9 FM, KTSE 97.1 FM, and Hot 104.7, raffles and more.

Thursday, June 21, 1 – 5:30 p.m.
King Kennedy Memorial Center/Mellis Park
601 N. Martin Luther King Drive in Modesto

As obesity continues to increase among Californians, it is imperative to motivate adults and children to move toward a healthier lifestyle. According to the 2003 California Health Interview Study, the prevalence of overweight or obese adolescents and adults in Stanislaus County is 58%, exceeding the state average of 50.7%; (8.2% in adolescents ages 12-17 and 66% in adults 18 and over).

Kaiser Permanente is investing over \$6 million in the Healthy Eating Active Living-Community Health Initiative (HEAL-CHI). HEAL-CHI is designed to help three Northern California communities—Richmond, Santa Rosa, and Modesto—transform themselves into healthier places to live, learn, work, and play. In Modesto, HEAL-CHI is a partnership between Kaiser Permanente, the West Modesto King Kennedy Neighborhood Collaborative, and the Stanislaus County Health Services Agency. The Collaborative is working to create environments that make healthy food readily available and physical activity a part of daily life.

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