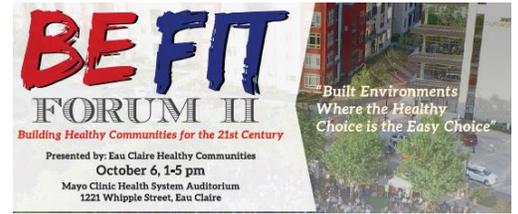


FOR IMMEDIATE RELEASE

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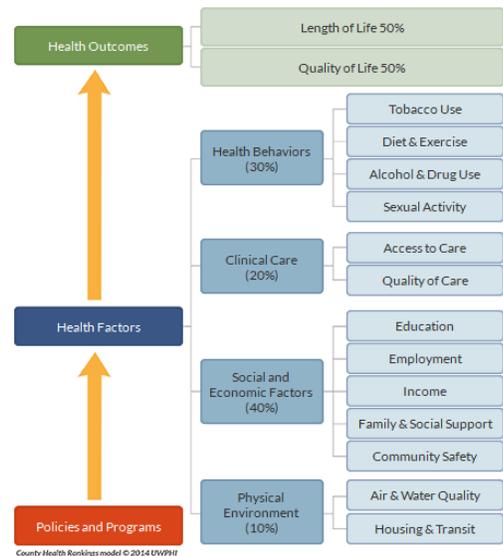


Join the conversation about how to Create Healthy & Vibrant Cities for the 21st Century!

Eau Claire Healthy Communities Presents the BE Fit Forum II

Eau Claire, WI, October 2nd, 2015– Community residents are invited to attend the BE (Built Environment) Fit Forum II on October 6th, 2015, from 1:00 p.m. to 5:00 p.m. at Mayo Clinic Health System’s Eau Claire – Luther Campus. This free event is presented by Eau Claire Healthy Communities and will build awareness on how places can positively influence health and health outcomes like quality and length of life. Over 100 individuals attended the forum held last year.

The 2014-2015 Eau Claire County Community Health Assessment identified the top 3 health priorities in our community as mental health, alcohol misuse and obesity. The built environment- such as how our community is designed, workplaces, housing, transportation and parks – can affect many different health factors. We know that where a person lives affects their overall health. For example, research shows that access to places for recreation is associated with higher rates of physical activity and lower rates of obesity. Similarly, communities with more fast food restaurants and less access to grocery stores have higher rates of overweight and obese residents and premature death. We can improve population health by improving our built environment. The theme of our conference is “Building Healthy Communities for the 21st Century”. Underlying all of this work is an effort to “make the healthy choice the easy choice” in our built environment. Making the healthy choice easy is often a difficult one today- just look at how many of us have to drive to work.



The keynote of the event will feature Thomas Fisher, Director of the Metropolitan Design Center at the University of Minnesota. He will address the economic, social, and environmental forces driving cities and encourage design and healthcare professionals to pay much more attention to community health and the ways in which the built environment can aid in that effort. The event also features three presentations on Active Transportation, Food Systems and Nutrition in the Built Environment, and Parks as Health Prescriptions. Participants then have the option to either attend a Health Impact Assessment Workshop and Walk Audit in the Cannery District, a workshop on Making the Healthy Choice the Easy Choice at Work and Home, or tour the new multi-generational Hillcrest Greens Neighborhood in Altoona. **To register and review the program details see: <https://befitform2.eventbrite.com>**

Healthy Communities is a broad-based coalition that promotes the health and well-being of individuals, families, and communities of Eau Claire County through collaborative and focused action.

-Continued on next page-

BE Fit Forum II Partner Sponsors



The annual **BE Fit Forum** is produced by the Eau Claire Healthy Communities Chronic Disease Prevention Action Team. Team members work together to address the underlying factors that contribute to chronic disease and obesity, which were voiced as top community health concerns in Eau Claire County. If you would like to get involved with the Chronic Disease Prevention Action Team or Healthy Communities, please contact Healthy.Communities@co.eau-claire.wi.us.

Event Registration at: <https://befitform2.eventbrite.com>

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