



HEALTH PROMOTION EDUCATION & MARKETING

HEALTH CELEBRATIONS & OBSERVANCES
JUMP N2 SHAPE
LET'S MOVE! STL
MEDIA RELATIONS
NUTRITION SERVICES
SMALL CHANGES FOR HEALTH
COMMUNITY OUTREACH



WHAT WE DO



Health Promotion Education and Marketing creates and disseminates culturally specific educational materials, conducts health promotion and education activities in the community, and develops traditional and web-based marketing campaigns for the Department's health initiatives.



HEALTH CELEBRATIONS/OBSERVANCES



- Promoted 21 Health Observances including:
 - Food Day
October 2015
 - Go Red for Women
February 2016
 - National Nutrition Month
March 2016
 - National Public Health Week
April 2016





JUMP N2 SHAPE ACCOMPLISHMENTS



- A city driven regional challenge to reduce obesity in our community by 5% by 2018
- An approach to get the region to be more active and adopt healthier lifestyles
- 1,162 members are registered
- 479 pounds lost
- 40,429 minutes of activity logged





JUMP N2 SHAPE ACCOMPLISHMENTS



- 257 likes on Facebook
- 50 followers on Twitter
- 19 bi-monthly JUMP N2 Shape tips
- 6 #JUMPDAY Monthly Promotions





LET'S MOVE! STL ACCOMPLISHMENTS



- 140 daycare kids had nutrition/physical activity education
- Over 14,000 students, staff, & community individuals participated in the 2nd Annual Flash Mob





LET'S MOVE! STL ACCOMPLISHMENTS



- 6th year of Let's Move! STL Golf and Walk Program
- 1st year of Let's Move! STL monthly e-Newsletter
 - 260 Subscribers





MEDIA RELATIONS HIGHLIGHTS



- Media Inquiries Responded To - 82
- Press Releases - 11





Nutrition Services



- 61 Nutrition Educations/Cooking Demos
 - 231 adults & 1,731 youths educated
 - 88% reported change in knowledge/behavior
 - 97% satisfaction rate





SMALL CHANGES FOR HEALTH ACCOMPLISHMENTS



- 3,129 participants
- 982 e-blast subscribers
- 2,435,793 total media impressions





COMMUNITY OUTREACH



- 11 Health Fairs
 - 1,431 community contacts
- 5 Community Walks/Runs

