

John H. Armstrong, MD, FACS State Surgeon General & Secretary

Vision: To be the Healthiest State in the Nation

## **FOR IMMEDIATE RELEASE** September 29, 2014

Contact: Communications Office (850) 245-4111

## HEALTHIEST WEIGHT FLORIDA LAUNCHES FALL INTO HEALTHY HABITS

**TALLAHASSEE** – The Florida Department of Health today announced the *Fall into Healthy Habits* campaign, which is an initiative of Healthiest Weight Florida designed to promote healthy choices during the fall season. Fall is a great time of year to enjoy the outdoors with friends and family. Being outside encourages active lifestyles by decreasing time spent in front of a television or computer screen. Remaining physically active outside also has mental health benefits such as stress reduction.

"As we transition into the fall season, it's important to remember that many of our favorite activities are better with healthy choices," said State Surgeon General and Secretary of Health Dr. John Armstrong. "The *Fall into Healthy Habits* campaign is a great resource for children and families to learn more about eating healthy and staying active during the fall months."

*Fall into Healthy Habits* offers a variety of printable materials and encourages participation in a number of outdoor activities. Areas of focus include:

- Gardening
- Tailgating
- Camping
- Florida's Junior Park Ranger Program
- Operation Recreation Geocaching Program

Healthiest Weight Florida is a public-private collaboration bringing together state agencies, notfor-profit organizations, businesses and entire communities to help Florida's children and adults make consistent, informed choices about healthy eating and active living. The Department's goal is to encourage physical activity and walking while emphasizing how small choices affect your health and environment. For more information, visit <u>www.HealthiestWeightFL.com/fall</u>.

The Department works to protect, promote and improve the health of all people in Florida through integrated state, county and community efforts. During 2014, the Department is recognizing 125 years of public health in Florida with educational opportunities and events. Please visit <u>www.FLHealth125.gov</u> for more information.

Follow us on Twitter at <u>@HealthyFla</u> and on <u>Facebook</u>. For more information about the Florida Department of Health please visit <u>www.floridahealth.gov</u>.

###