



## PRESS RELEASE

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FOR IMMEDIATE RELEASE

### *Capital Area Health Alliance - Michigan Health & Wellness 4x4 Plan Grant Recipient*

Capital Area Health Alliance and its partners are pleased to announce that it was one of 6 organizations in the state selected by the Michigan Department of Community Health to implement and promote the Michigan Health & Wellness 4x4 Plan.

The **4x4 Plan** focuses on knowing measurements and improving behaviors that impact our health. Using the **4x4 Tool** means: **knowing four key health measures** that are closely tied to several chronic diseases (body mass index (BMI), blood pressure, cholesterol level, and blood sugar (glucose) level) and **practicing four key healthy behaviors** (maintain a healthy diet, engage in regular exercise, get an annual physical examination, avoid all tobacco use). The Alliance and its partners will work to engage community organizations and leaders to support the implementation of the 4x4 Plan; create environments in multiple sectors to increase the availability of healthy food and access to physical activity; and use 4x4 Campaign messages to conduct and coordinate a multi-faceted community-wide campaign alerting the population at large to the chronic disease and obesity crisis. The expected result of these activities will be increased public awareness and knowledge, increased healthy behaviors, and a healthier community supported by area organizations.

The grant funding from the Michigan Department of Community Health will be for \$165,000 over eleven months. The application for funding was supported by local organizations, including the Ingham County Health Department, ALIVE, Barry-Eaton District Health Department, Blue Care Network, Clinton Eaton Ingham Community Mental Health Authority, Community Partners in Health, Great Lakes Health Information Exchange, Hayes Green Beach Memorial Hospital, Lansing Community College, Lansing Regional Chamber of Commerce, Michigan Health Council, Mid-Michigan District Health Department, Sparrow Health System, Westside Commercial Association, and WKAR. The Alliance will introduce the 4x4 Tool to the community at an upcoming event, the **Choosing Health!**® Rally on October 21, 1:30-4:30 p.m. at Lansing's Pattengill Middle School. This event is open to the entire community and offered for FREE.

The Alliance is a non-profit organization that formed in 1994 to foster collaboration to empower the tri-county community to achieve better health. Over 170 organizations in the Mid-Michigan Capital Area participate in the Alliance.

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For more information about the **4x4 Plan** or **Choosing Health!**® or to attend the October 21, 2012, **Choosing Health!**® Rally, please call 517.347.3377, email CAHealthalliance@aol.com, or visit capitalareahealthalliance.org. To interview CAHA's Executive Director Valerie Glesnes-Anderson, please call: 517.347.3377.