February 1, 2008
for release February 4, 2008
Contact: Lynette Loomis 624-1300
cell – 730-0278
marketingstrategists@rochester.rr.com

Greater Rochester Health Foundation Unveils Plan to Combat Childhood Obesity

The Greater Rochester Health Foundation (GRHF) will unveil its 10-Year Strategic Plan for the Prevention of Childhood Obesity on February 4, 2008 at the RIT Inn and Conference Center from 9-11 am. (Registration and media set up from 8:30 to 9 am.)

Featured speakers include:
- Guthrie S. Birkhead, MD, MPH, Deputy Commissioner, Office of Public Health of the New York State Health Department
- Maggie Brooks, Monroe County Executive
- Andrew Doniger, MD, MPH, Director of the Monroe County Department of Public Health.

According to GRHF president, John Urban, “Our goal is to work with and invest in the community over the next ten years to significantly improve the health of children by reducing overweight and obesity. Inadequate physical inactivity and poor nutrition are setting the stage for chronic medical conditions including diabetes and heart disease that twenty years ago we just didn’t see in children."

Bonnie C. DeVinney, VP and Chief Program Officer of GRHF, will highlight key findings from a recent survey of more than 1,200 local families describing their nutritional and physical activity habits and attitudes. She also will unveil the Foundation’s four major strategies to combat childhood overweight and obesity over the next ten years. Local experts will describe the community’s progress to date in the areas of:
- Physical activity and healthy eating
- Clinical engagement
- Policy
- Communications.

-30-