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Pilot Program Launched to Promote Healthy Lifestyles in Communities

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A new community-based pilot project to promote healthy behaviors and lifestyles within communities has launched in Royal Oak.

The new effort, called Healthy Town Everywhere, is a collaborative project supported by the Family Health Care Center in Royal Oak, the Wayne State Coordinated Dietetics Program at Wayne State University, the Michigan State University College of Osteopathic Medicine, Holiday Market in Royal Oak, the Oakland County Health Department, the Royal Oak Chamber of Commerce and the Royal Oak School District.

"I'm very excited about this wellness initiative where families can take part," says Paul Ehrmann, D.O., health and wellness advocate and medical director of the Family Health Care Center. "Our goal is to continue to get solid information to consumers and have them apply what they learn at the grocery store."

The project will begin with a roll out at the Holiday Market on July 16 followed by additional programs throughout this year, to be announced later. Some of the features of the upcoming programs include:

- Targeted nutrition education to set a foundation for healthy eating.
- Grocery store tours with discussions and cooking demonstrations at the Market.
- Interactive discussion series at Holiday Market.
- Take home and web based materials to provide further nutritional guidance for the children and their family.
- Teaching elementary school students about nutrition in cooperation with Royal Oak Public Schools in preparation for the Holiday Market visit.

"As physicians, we are well aware of the obesity problem facing both school aged children and their parents," says Lawrence Abramson, D.O., executive director of the Oakland County Osteopathic Association. "We agree that a program that promotes the importance of good nutrition, healthy cardiovascular living, and lifestyle behavior modification is a very important benefit where we live, work, and play".

Ehrmann says Following the Royal Oak launch, the program plans on expanding to additional communities.