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FOR IMMEDIATE RELEASE

January 17, 2017

Registration Open for Statewide Health Challenge

BATON ROUGE, La. – Louisianans can now sign up to join Own Your Own Health Louisiana (OYOH), a free, three-month wellness challenge that kicks off statewide Jan. 23 and runs through April 23.

The Own Your Own Health challenge is a program of the Louisiana Department of Health (LDH). The challenge incorporates a web-based program designed to encourage Louisianans to work as individuals, communities, tribes, schools, businesses and churches to improve their lifestyles through healthy activity and eating habits.

"Staying active and making healthy lifestyle choices is something all Louisianans should adopt," said Director of the Bureau of Minority Health Access and Promotions, Rudy Macklin. "OYOH is a program that allows the whole family to support and track health and wellness. Each person participating will be impacted by this program."

Participants can sign up through the website www.oyohla.com, which offers advice, programs, resources and methods to better health and activity. The program has had over 100,000 participants since its inception and continues its success through statewide and regional partners.

"To help participants succeed in improving their health, we have developed several resources and educational materials," Macklin said. "These resources empower competitors to become active participants in their own health and healthcare while setting realistic goals and making informed decisions about health. The ultimate goal is for the participants to continue the good habits they use during the challenge to make lasting health improvements."



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An essential component of the program—Own Your Own Health Now—encourages responsibility and proactivity in healthcare. This online step-by-step guide educates participants about managing health information, talking to a doctor, understanding the basics of quality care and more.

Each week, participants who log in and update their daily or weekly progress will be entered into a drawing to win prizes.

The program will also host a City vs. City Step Challenge that includes the annual Public Individual Participants Challenge, Public Team Challenge and weight loss challenges. The 2017 City vs. City Step Challenges include:

- City of Alexandria vs. City of Monroe
- City of Bastrop vs. City of Tallulah
- City of Opelousas vs. City of Ville Platte
- City of Jonesboro vs. City of Grambling
- St. John Parish vs. Tangipahoa Parish

Any additional cities or organizations that wish to participate in a challenge can send an email to oyoh@la.gov.

To register or for more information, visit the OYOH website at www.oyohla.com, or call (225) 342-4886 or 1 (866) 562-9015.

Own Your Own Health is funded by the State Partnership Grant, HHS Office of Minority Health.

###

About Own Your Own Health Louisiana (OYOH) Own Your Own Health Louisiana (OYOH) is a free, three-month wellness challenge that encourages Louisianans to develop healthy activity and eating habits. Louisianans can form teams or sign up as individuals and engage in friendly competition or track their own progress. The program is led by the Louisiana Department of Health's (LDH) Bureau of Minority Health Access and Promotions and the Governor's Council on Physical Fitness and Sports.



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Own Your Own Health Challenge Media Tours

**Click the links below to see station interviews featuring Rudy Macklin.*



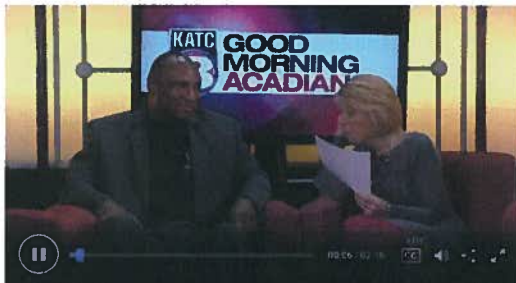
Health and fitness challenge with Rudy Macklin

Former LSU and pro ball player, Rudy Macklin introduces a health and fitness challenge

Alexandria-KALB



Own Your Own Health Physical Activity Program



Lafayette-KATC



Lafayette-KLFY



Monroe-KARD/KTVE



Home / Good Morning ArkLaMiss / Article

Own Your Own Health Louisiana



By News Staff | Posted: Fri @ 16 AM, Jan 27, 2017

Monroe-KNOE



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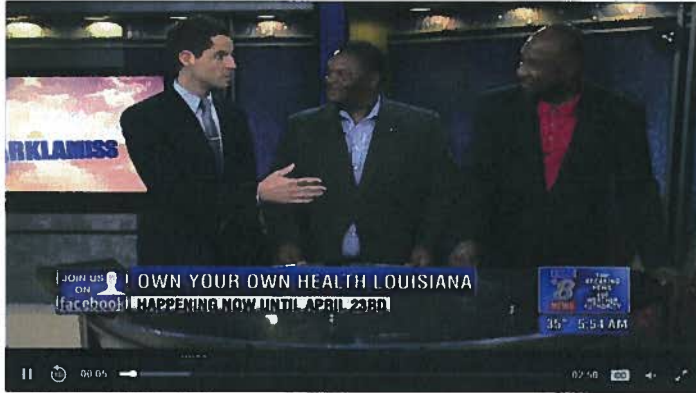


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Own Your Own Health Media Tour Schedule

*Please arrive at the news stations 15 mins before the listed times.

Alexandria

- Monday, Jan. 23 | 6 a.m. KALB 'Jambalaya' Morning Show
 - o KALB, 605 Washington St. Alexandria, LA 71301
- Monday, Jan. 23 | 10 a.m. Bennett Roland Jr. (KLAX)
 - o City Park, 2800 Masonic Drive Alexandria, LA 71301

Lafayette

- Tuesday, Jan. 24 | 6 a.m. KATC 'Good Morning Acadiana!'
 - o KATC, 1103 Eraste Landry Road Lafayette, LA 70506
- Thursday, Jan. 26 | 5 a.m. KLFY 'Passe Partout'
 - o KLFY, 1808 Eraste Landry Road Lafayette, LA 70506

New Orleans

- TBD

Monroe

- Friday, Jan. 27 | 5:50 a.m. KNOE 'Good Morning ArkLaMiss!'
 - o KNOE, 1400 Oliver Rd. Monroe, LA 71201
- Friday, Jan. 27 | 8 a.m. KARD-KTVE Interview
 - o KARD-KTVE, 200 Pavilion Rd. West Monroe, LA 71292



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Own Your Own Health Fitness Competition Final Report

At the beginning of the competition, Rudy Macklin interviewed with a total of six stations about the Louisiana Department of Health's statewide fitness competition, Own Your Own Health. The cities and stations Rudy interviewed with are below:

Monroe

- KNOE
- KARD

Alexandria

- KALB
- KLAX (covers Monroe too)

Lafayette

- KATC
- KLFY

The interviews were posted on the stations' websites and Facebook profiles. Please see the document titled "Station Interviews" to view clips of the interviews.

In addition to scheduling the news interviews, Octagon Media sent three press releases throughout the competition. Press releases were sent out at the beginning, midway and the $\frac{3}{4}$ mark of the health challenge.

- Registration Open for Statewide Health Challenge
- City v. City Health Challenges Reach Halfway Mark
- Two Months Down, One to Go

Another press release with the results of the challenge will be sent out after the competition. The press releases can be found in the "Press Releases" folder.

Lastly, Octagon Media created and sent seven graphics for the weekly tips that were emailed to participants.



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FOR IMMEDIATE RELEASE

TWO MONTHS DOWN, ONE TO GO

BATON ROUGE, LA –Own Your Own Health, a free, three-month statewide challenge with the Louisiana Department of Health is well underway and participants are almost to the finish line.

The program includes annual Public Individual Participants Challenge, Public Team Challenge and weight loss challenges. The City vs. City halfway mark results are:

- City of Bastrop (avg.) 723,372 steps; 340.5 mi. vs. City of Tallulah (avg.) 641,360 steps; 301.9 mi.
- Ville Platte On The Move! (avg.) 407,731 steps; 191.9 mi. vs. City of Opelousas (avg.) 330,790 steps; 155.7 mi.
- City of Alexandria (avg.) 489,519 steps; 230.4 mi. vs. City of Monroe (avg.) 416,502 steps; 196.1 mi.

Although participants are near the end of the challenge, Louisianans are still encouraged to participate and can sign up through the website www.oyohla.com.

###

Own Your Own Health Louisiana (OYOH) is a free, three-month wellness challenge that started Jan. 23 and ends April 23. The program encourages Louisianans to develop healthy activity and eating habits. Louisianans can form teams or sign up as individuals and engage in friendly competition or track their own progress. The program is led by the Louisiana Department of Health's (LDH) Bureau of Minority Health Access and Promotions and the Governor's Council on Physical Fitness and Sports.



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March 13, 2017

CITY VS. CITY HEALTH CHALLENGES REACH HALFWAY MARK

BATON ROUGE, LA –Own Your Own Health, a free, three-month statewide challenge with the Louisiana Department of Health has reached it's halfway point and participants are taking great strides to put their cities on the top.

The program includes annual Public Individual Participants Challenge, Public Team Challenge and weight loss challenges. The City vs. City halfway mark results are:

- City of Bastrop (avg.) 357,916 steps; 168.5 mi. vs. City of Tallulah (avg.) 291,916 steps; 137.4 mi.
- Ville Platte On The Move! (avg.) 227,039 steps; 106.9 mi. vs. City of Opelousas (avg.) 215,034 steps; 101.2 mi.
- City of Monroe (avg.) 190,446 steps; 89.6 mi. vs. City of Alexandria (avg.) 166,893 steps; 78 mi.

Although the challenge has reached it's halfway mark, Louisianans are still encouraged to participate and can sign up through the website www.oyohla.com.

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W/O 4/24/17

FB, IG POST 1

FB

"African Americans adults who smoke are less likely than adult white smokers to quit smoking as they age." Read more about African Americans and tobacco use below. #NMHM17 #Health #Louisiana

<https://blogs.cdc.gov/healthequity/2016/07/22/african-americans-and-tobacco-use-2/>

Monday, Apr. 24, 2017 @ 5:30p

IG

"African Americans adults who smoke are less likely than adult white smokers to quit smoking as they age." Read more about African Americans and tobacco use below. <https://goo.gl/BEwzps> #NMHM17 #Health #Louisiana



FB, IG POST 2

FB

Make sure you visit Grambling State University's Track & Field tomorrow as their Kinesiology Sport & Leisure Studies Department hosts a Minority and Multicultural Health event that will feature fitness challenges amongst 100 students. #NMHM17 #Health #Louisiana



Monday, Apr. 24, 2017 @ 7:30p



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Monday, Apr. 24, 2017 @ 7:30p

FB, IG POST 3

FB



#NMHM17 #Health #Louisiana

Tuesday, April 25 @ 11:30a

IG





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#NMHM17 #Health #Louisiana

Tuesday, April 25 @ 11:30a

FB, IG POST 4

FB

As we all know, there are several disparities within minorities' health. Check out the article below to learn more about the health consequences of alcohol use amongst minorities. #NMHM17 #Health #Louisiana
<https://www.niaaa.nih.gov/alcohol-health/special-populations-co-occurring-disorders/diversity-health-disparities>

Tuesday, April 25 @ 2:30p

IG

As we all know, there are several disparities within minorities' health. Check out the article below to learn more about the health consequences of alcohol use amongst minorities. <https://goo.gl/WWI7IN> #NMHM17 #Health #Louisiana

"BETWEEN 2001 AND 2005, ALCOHOL PLAYED A ROLE IN 11.7 PERCENT OF ALL NATIVE AMERICAN DEATHS, WHICH IS MORE THAN TWICE THE RATES OF THE GENERAL AMERICAN PUBLIC."



Tuesday, April 25 @ 2:30p

FB, IG POST 5

FB

Kentwood has got an awesome event planned tonight to inform citizens on diabetes and hypertension. Make sure you stop by! There will even be door prizes. #NMHM17 #Health #Louisiana



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Tuesday, April 25 @ 4p

IG

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Tuesday, April 25 @ 4p

FB, IG POST 6

FB

The U.S. Department of Health and Human Services Office of Minority Health suggests that now is the time to take action to get involved and informed with National Minority Health Month. Learn how you can do just that by visiting the website. #NMHM17 #Health #Louisiana

<https://www.minorityhealth.hhs.gov/nmhm17/>

Tuesday, April 25 @ 6p

IG



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Tuesday, April 25 @ 6p

FB, IG POST 7

Be sure to check out the Chief of Police, J. "Spike" Harris' presentation, "Finding That Zone and Being On A Natural High. How to Say No To Drugs" tomorrow at Jonesboro-Hodge High School Field House.



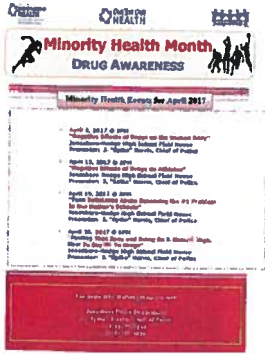
Wednesday, Apr. 26, 2017 @ 7:30p

IG

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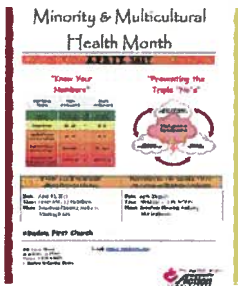


Wednesday, Apr. 26, 2017 @ 7:30p

FB, IG POST 8

FB

It is essential to know how to prevent heart disease, strokes and diabetes. To learn more about these conditions, visit the Jonesboro Housing Authority Meeting room today between 10 AM and 12 PM. #NMHM17 #Health #Louisiana



Wednesday, Apr. 26, 2017 @ 10a

IG

It is essential to know how to prevent heart disease, strokes and diabetes. To learn more about these conditions, visit the Jonesboro Housing Authority Meeting room today between 10 AM and 12 PM.

#NMHM17 #Health #Louisiana



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Wednesday, Apr. 26, 2017 @ 10a

FB, IG POST 9

FB

Vaccinations are important. Be sure to check that you and your loved ones are fully vaccinated to shield against diseases. #NMHM17 #Health #Louisiana



Wednesday, Apr. 26, 2017 @ 1p

IG

Vaccinations are important. Be sure to check that you and your loved ones are vaccinated to shield against diseases. #NMHM17 #Health #Louisiana



Wednesday, Apr. 26, 2017 @ 1p



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FB, IG POST 10

FB

Suffering from traumatic events impacts the mental and physical well-being of more than just the individual affected. It also affects their families and communities. Visit the link below for resources to help those who have experienced traumatic events. #NMHM17 #Health #Louisiana

<https://www.minorityhealth.hhs.gov/omh/browse.aspx?lvl=2&lvlid=85>



Wednesday, Apr. 26, 2017 @ 3p

IG

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Wednesday, Apr. 26, 2017 @ 3p

FB, IG POST 11

FB

In just two short days Miranda Marshall, RN will discuss diabetes, obesity and hypertension among minorities. Be sure to mark your calendars for 10:30 a.m. on April 28. There will also be refreshments! #NMHM17 #Health #Louisiana