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FOR IMMEDIATE RELEASE

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To: Local Media

RE: Public Health Partnership Receives Wellness Grant

The Public Health Partnership of Licking County has received a funding award for its “We’re Active Licking County” (WALC) wellness initiative from the Licking County United Way. The WALC program encourages physical activity and healthy lifestyles for Licking County residents of all ages. This initiative started by the Licking County Wellness Coalition, a subcommittee of the Community Blueprint partnership, is a response to the health concerns identified in the Community Blueprint needs assessment. The goal of the WALC program is to improve the health and wellness of the county residents by encouraging increased physical activity and healthy lifestyles.

The WALC website (www.lcwalc.org) includes information on biking/walking trails, parks and recreation areas, health and fitness centers, sporting activities, events, clubs, and nutrition. The site also offers the opportunity for Licking County residents to participate in a walking/activity challenge by creating an account and logging their daily activities. Incentives will be distributed to participants to encourage physical activity and logging activity into the website. A staff member will be made available through the Licking County Health Department to coordinate the program and to provide assistance to businesses, organizations and/or groups that are interested in creating and maintaining a wellness program. For more information about the WALC program, contact the Licking County Health Department at (740) 349-6535 or visit www.lickingcohealth.org.

The Licking County Community Blueprint, spearheaded by the Licking County United Way along with 80 partners, is working toward the goal of improving community life. The United Way and its partners are committed to addressing the top concerns identified by the community through the following initiatives: wellness, better connecting people to resources, financial responsibility, workforce development and family-focused behavioral health services.

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