



HEALTH & HUMAN SERVICE INNOVATIONS

FOR IMMEDIATE RELEASE

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Broward Regional Health Planning Council Awarded United Way of Broward County Community Impact grant to Reduce Obesity Amongst Children in Broward County, FL

[Hollywood, FL] October 9, 2014 – Broward Regional Health Planning Council has been awarded a United Way of Broward County Community Impact grant. The program entitled *Healthy KIDS Broward* is based on the evidence-based “Trim Kids” that has been recognized by the National Cancer Institute as a Research Tested Intervention Program and acknowledged by the U. S. Surgeon General for community dissemination.

Healthy KIDS Broward includes nutrition and exercise guidelines that consider the child’s level of overweight, family and medical history, and individualizes recommendations accordingly. Youth and their parents/caregivers are involved weekly in nutrition education; Healthy cooking/Snack preparation; Physical Activity; and Discussion groups. The Healthy KIDS Broward program addresses both the child’s physical and mental health through a holistic approach that works with the entire family helping to ensure that the child’s efforts are supported and successful.

Broward Regional Health Planning Council’s Healthy KIDS Broward is one of fifteen (15) programs funded with approximately \$1.4 million. The funding of \$40,588 for BRHPC, which is initially for 8 months, is renewable for an additional two (2) years based on the availability of funding. The United Way funding complements the funding recently received by Broward Regional Health Planning Council from the Centers for Disease Control and Prevention for its “Partnerships Transforming Our Community’s Health” a collaboration of community partners working to reduce tobacco use and exposure to secondhand smoke, improve nutrition, increase physical activity, and improve access to programs for preventing and managing chronic diseases.

Michael De Lucca, President and CEO of Broward Regional Health Planning Council noted that “while this program focuses on childhood obesity, it is also the goal of this initiative to promote long-term healthy lifestyles in order to avoid the onset of chronic conditions such as diabetes and heart disease which have become so prevalent in the United States”.

To learn more about Broward Regional Health Planning Council and the TOUCH initiative’s partnerships for prevention and wellness, visit: www.BRHPC.org/TOUCH.

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About Broward Regional Health Planning Council (BRHPC) –

Broward Regional Health Planning Council, Inc. (BRHPC) is a not-for-profit, established in 1983, under Florida Statute (408.033), as the legislatively designated Broward County local health planning entity. BRHPC is committed to delivering health and human service innovations for the uninsured at the national, state and local level through planning, direct services, evaluation and capacity building. During the last several years, BRHPC has led statewide collaborative planning activities in partnership with the other ten Florida Local Health Planning Councils.

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