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**NEWS RELEASE**  
For Immediate Release

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**2010 Public Health Week . . .  
Building a Healthier Jefferson County, One Neighborhood at a Time**

Jefferson County Public Health (JCPH) invites everyone to celebrate 2010 Public Health Week (April 5-11, 2010) by doing something big or small that improves health. Everyone can contribute to creating a healthier Jefferson County by making healthy changes. If we all make a commitment to improve our personal health and share that commitment with others around us, we can create a ripple effect from neighborhood to neighborhood. Through just one neighborhood that makes its public parks accessible, one municipality that launches a bike-helmet safety project, one group of people who join together to bring fresh foods to school, or one health center that offers a vaccination program, we can create a patchwork of public health successes across Jefferson County.

Sponsored by the American Public Health Association (APHA), National Public Health Week seeks to educate the public, policy makers and public health professionals about the importance of public health agencies in preventing disease and promoting good health. This year, APHA has issued a call for America to become the healthiest nation in one generation — one community at a time.

While the United States spends more money on health care than any other country, APHA statistics indicate the nation's health is in poor shape. Nearly one in three children are overweight or obese; 46 million Americans do not have health insurance; nearly 900,000 people die from deaths that can be prevented each year; and, for the first time, American children may live

shorter lives than their parents.

You might think the U.S. is one the healthiest nations, but we're not. You might think Jefferson County is the healthiest county in the state of Colorado, but it isn't. Compared to other developed nations, the U.S. is lagging far behind. Compared to other counties in Colorado we are also lagging. (County Health Rankings) Measuring the health of a particular community or county or state or even nation is complex. It involves looking at a wide array of health outcomes and health factors. Assessing Jefferson County's health means looking at socio economic factors such as income inequality, high school and college graduation rates; studying clinical care factors such as the number of uninsured and the number of preventable hospital stays; looking at health behaviors, such as use of tobacco or teen pregnancy rates; and, assessing the natural and built environment, such as the the number of air pollution ozone days and the density of liquor stores.

Working together, we can make this the healthiest nation and Jefferson County the healthiest county. But we have to commit and we have to come together in the interest of health. The American Public Health Association has created A Healthier America interactive video that engages individuals in how they can help their communities along the path to a healthier America. Visit <http://www.generationpublichealth.org> and start working towards a healthier Jefferson County.

During 2010 Public Health Week, JCPH will celebrate some of the many contributions made by Jefferson County citizens toward improving the health of Jefferson County at its annual Public Health Champions luncheon and awards ceremony. In addition, Jefferson County Health Communications Program has created a poster with this year's public health week theme. A copy of the poster is attached and can be duplicated. Finally, April 5-11, 2010 will be proclaimed as Public Health Week in Jefferson County.

- For more information on Jefferson County Public Health, please visit our web site: [www.jeffco.us/health](http://www.jeffco.us/health)
- For more information on National Public Health Week, please visit the American Public Health Association: [www.apha.org](http://www.apha.org)

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