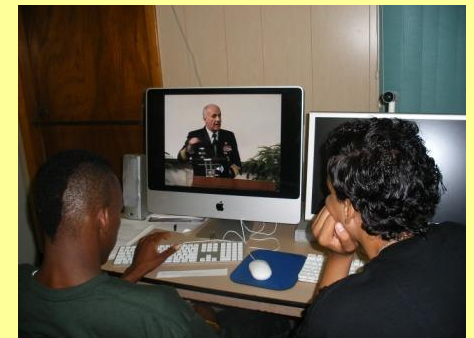




Working on Healthy Lifestyles in the Wellness Zone of 14204

John Craig, Ph.D. – Director

Education & Outreach – WNE D & ThinkBright and Well



Anti-Obesity Programming

Funded with support from the Corporation for Public Broadcasting (CPB) and The John R. Oishei Foundation through March 2012, the major objectives of the project are to:

1. Motivate children, youths and adults to fight obesity in their lives by adopting healthy habits and behaviors
2. Empower individuals to become informed, active partners in their health care, and
3. Develop grassroots leaders who will mobilize the citizenry to develop meaningful and appropriate solutions that combat obesity in their neighborhoods, in collaboration with established health & community organizations.



Major Lead Partners

- *P² Collaborative of Western New York
(Community & Adult Engagement)*
- *University at Buffalo School of Public Health and
Health Professions (Evaluation)*
- *Erie 1 BOCES Division of Community Youth
Development and Student Support Services
(Youth/School Engagement)*



WNED & Media Goals

- Carry and deliver more targeted health & wellness programming on ThinkBright and Well to the viewing public **(October 2009)**
- Create and promote a branded health television and multi-media platform that other stations can broadcast and model, in whole or part **(July 2010 – March 2012)**
- Assess health related programming in the largest 50 markets **(On-going)**
- Provide a framework for a health community engagement model other public stations can replicate **(2012)**
- Develop a Sustainability Plan for service **(2012)**

