



Wicomico County Healthy Lifestyle Challenge

a year to transform your life

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Public Health
Prevent. Promote. Protect.

Wicomico County
Health Department



HEALTHY LIFESTYLE CHALLENGE

- A one year challenge for Wicomico County residents seeking to achieve better fitness, improve nutrition and sleep, foster positive thoughts and enjoy better overall wellness.
- Funding for the program is provided by the Maryland Department of Health, Cancer and Chronic Disease Bureau in the amount of \$20,000.
- Current partners include: Richard A. Henson Family YMCA, TidalHealth, and growing!



REASONS TO JOIN!

- Accountability
- Bi-weekly weigh-ins (3 stations)
- Nutrition, fitness, & mental health tips (newsletter, text & YouTube)
- Join or start their own local walking club (mini-grants to community groups to start their own groups)
- Connection to healthcare professionals and other wellness resources across Wicomico County
- Access to coaching and support to promote long term change
- Prizes and rewards for milestones

FREE FOR ALL PARTICIPANTS!



Working Together!

- Working with TidalHealth, to establish a bi-directional referral system. Connecting with more providers to do the same.
- Providers share with patients information about the challenge.
- WiCHD to refer identified at risk individuals to providers and programs within the healthcare delivery system and other health and social services entities as needs are identified.
- Social Determinant of Health (SDoH) Screenings and Health & Body Composition Screenings



Putting the Pieces Together

- Data Collection
- Subject matter experts (nutrition, fitness, mental health)
 - Newsletter
 - Healthy Living YouTube Channel
 - Social Media Content
 - Kick-Off
- Marketing
 - Radio
 - Yard Signs
 - Flyers
 - Social Media



KICK - OFF EVENT

What to expect: Initial body comp assessments, wellness vendors, prizes and giveaways, healthy snacks and beverages, fitness & cooking demos, and more.

SATURDAY, SEPTEMBER 17, 2022

1:00pm - 4:00pm

RICHARD A. HENSON FAMILY YMCA

715 S Schumaker Dr. Salisbury, MD 21804

To Register for the **HEALTHY LIVING CHALLENGE** visit www.wicomicohealth.org or call 410-334-3480.