

The Weight of the Fox Valley Begins Campaign for a Healthier Community

Did you know that 62% of residents in the Fox Cities self-reported in the 2011 Life Study that they are overweight or obese? Being overweight affects individuals and our entire community physically, socially, psychologically and economically. This data led to obesity becoming an emerging priority for the Fox Valley HealthCare Coalition, Oshkosh and Fox Cities' United Ways and ThedaCare's Community Health Action Team and, ultimately, to the creation of The Weight of the Fox Valley.

Over 200 attendees came together on June 5th to kick-off the Weight of the Fox Valley, a three-county initiative to build a community that achieves and maintains a healthy weight at every age. The event was divided into two meetings, a morning session for the general assembly and an afternoon session to kick-off the first two Action Teams: Active Communities and Worksite.

Meet Keren Rosenberg, Manager of The Weight of the Fox Valley. Keren and her family moved from Israel to Appleton two years ago, relocating to the Fox Valley area because of her husband's work at Kimberly-Clark.



For the last 6 years, she served as a director of the "Nutrition and Healthy Living Programs" in Israel at the Joint Distribution Committee (JDC), an American global nonprofit organization. In April 2013, Keren presented the JDC's health programs at the White House and met Michelle Obama's leadership team for the "Let's Move!" initiative. Keren is excited to be working on this new community initiative, "I am hopeful we will be able to join together and collectively work toward building a healthier community."

THE WEIGHT OF THE FOX VALLEY



Have you taken the pledge? If you would like to join this fun campaign, please send an email to keren.rosenberg@unitedwayfoxcities.org describing one healthy action you will implement in your life. Include your home address and Keren will send you a postcard in a couple of weeks to remind you of your commitment. Don't forget to join WOTFV on Facebook to learn about additional ways to get involved! www.facebook.com/WeightoftheFoxValley.