

**A NON-PROFIT COMMUNITY
PARTNERSHIP**

**SERVING NORTHERN
COLORADO**

Banner Health

McKee Medical Center
North Colorado Medical Center
North Colorado Family Medicine
Weld County Paramedic
Services

Colorado Access

Kaiser Permanente

**Northeast Behavioral Health
Partnership**

**North Range
Behavioral Health**

Sunrise Community Health

Greeley Family Dental
Kid's Care Clinic
Loveland Community
Health Center
Monfort Children's Clinic
Monfort Family Clinic
Sunrise North Range Clinic
Sunrise Touchstone Clinic
Weld Prenatal Clinic

Touchstone Health Partners

**Weld County Department
of Public Health**

Our Mission:

Expanding Access

Improving Quality

*Eliminating
Disparities*

Community Care Management

Controlling Costs

Enhancing Care Experience

**North Colorado Medical
Center Foundation**

United Way of Weld County

**University of Northern
Colorado**

**Weld County Department of
Human Services**

**Weld County Medical
Society**

**Weld County Board of
Commissioners**

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MEDIA RELEASE

**Winning Name of Health Campaign Announced
May 2, 2013**

The winning entry naming the Weld community health campaign to launch this summer was announced on Wednesday. A new iPad mini was presented to Raquel Loma of Greeley for her winning entry, "**Make Today Count!**" "We are grateful for the strong response," said Carlee Rosen, Alliance Campaign Coordinator. "Over 300 entries were received from all over northeast Colorado."

"**Make Today Count!** captures perfectly the intent of the campaign," said Mark Wallace, MD, Director of the Weld County Department of Public Health. "Our goal is to engage people in making simple choices everyday that together will make Weld County the healthiest county in the healthiest state by 2020." The campaign will engage the entire region in an intensive effort to align deliberate individual, organizational, and social activities with increased awareness about how our everyday choices and actions affect both our individual health and the health of our community.

Recalling that the root of the word "health" is whole, Vincent Atchity, PhD, Alliance COO, noted the campaign recognizes that our health depends on much more than what happens in clinical settings. Atchity said, "**Make Today Count!** will address all the different non-medical factors that make people and communities healthy and prosperous--starting from where and how we live, work, learn, play, and strive to reflect our knowledge and our beliefs in our actions."

Raquel Loma, our contest winner, believes in the campaign mission. In her work as a case manager at Sunrise Community Health, Raquel makes today count for each of the patients whose lives she touches. In her personal life, she makes today count with the small things. "I choose remote parking spots to get those extra steps in when going to the store," Loma said, "and I get up extra early in the morning to get some exercise before work." She also tweaks old family recipes with healthy substitute ingredients.

The **Make Today Count!** campaign will be launching at Johnstown's BBQ days, June 1st, 2013. The campaign, managed by the North Colorado Health Alliance, is powered by a growing collaboration and commitment of individuals, agencies, and businesses throughout the region and is supported by grants from Kaiser Permanente and The Colorado Health Foundation.

For more information, contact Carlee Rosen: 970-346-2505, crosen.alliance@nocoha.org. And, please visit our website (under construction) at www.MakeTodayCount.org and our Facebook page (link)-

