



If local media contact you regarding the Texas! Bringing Healthy Back initiative, please direct them to the Web site for basic information and resources. For an overview of the initiative, media may find the PowerPoint to be particularly helpful. For additional information about the six topics featured, please see the Topic Summary – also located on the Web site. Please direct any media requesting interviews to the DSHS Communications Unit at (512) 458-7400.

KEY MESSAGES FOR MEDIA

1. The Texas! Bringing Healthy Back initiative is cutting-edge in its community-based approach to obesity prevention. The focus is on what communities can do to make healthy eating and active living the easy choice for Texans.
2. DSHS has produced six short videos in English and Spanish showcasing successful community efforts around the state that will inspire other Texas communities to think about obesity prevention in a new way, and foster similar initiatives in their community.
3. Whether we're talking about physical activity, healthy eating or other behaviors outlined in the videos, our access to healthy options vs. unhealthy options has evolved dramatically over the last few decades. There are many ways in which communities can tip the scales back in favor of healthy options – sometimes with small, simple changes. Even these small shifts can have a big effect on Texans' health.
4. Obesity is a symptom of a larger problem. Texas communities need to be conducive to healthy living in order to make healthy choices the easy choice for our citizens.
5. Opportunities exist all over every Texas community to make a difference. One need not be a policy maker or the mayor to foster community change. Businesses (big and small), health clinics, school organizations, farmers' markets, home-owner associations, places of worship, community planners, families, employees, retailers, media – everyone can help make a difference.

