



FOR IMMEDIATE RELEASE  
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**Health District's 'Get Healthy Clark County Challenge' continues**  
Health District offers tips to keep resolutions all year

LAS VEGAS - "I resolve to eat healthy and to exercise more," a resolution uttered during the first week of January and nearly forgotten by the end of February. On Monday, January 7, the Southern Nevada Health District launched its new Get Healthy Clark County Challenge to help Valley residents keep their resolution. Approximately 850 Southern Nevadans have signed up for the 12-week challenge. The health district's Office of Chronic Disease & Health Promotion received a grant from the Anthem Blue Cross and Blue Shield Foundation to develop the new Get Healthy Clark County Challenge as well as other programs. For additional information, contact the Southern Nevada Health District's Office of Chronic Disease & Health Promotion, (702) 759-1270 or visit [www.SouthernNevadaHealthDistrict.org](http://www.SouthernNevadaHealthDistrict.org) or [www.GetHealthyClarkCounty.org](http://www.GetHealthyClarkCounty.org).

The Get Healthy Clark County Challenge is a web-based program that offers a weekly challenge and tools to track progress during the 12-week period. Each Monday, an e-mail "health challenge" is distributed to participants. Each challenge encourages healthful living, such as a daily 15-minute walk or eating three servings of vegetables each day. The Get Healthy Clark County Challenge concludes the week of March 24. The site also includes information and resources for non-participants to adopt healthier habits and to keep their own resolutions.

"Our partnership with the Anthem Blue Cross and Blue Shield Foundation provides us with the opportunity to reach more Southern Nevadans through the Get Healthy Clark County Challenge," said Deborah Williams, Office of Chronic Disease and Health Promotion manager. "The Foundation and the health district both encourage people to live healthier, longer lives and working together is a natural fit."

Anthem is very pleased to support the Get Healthy Clark County Challenge," said Mike Murphy, President of Anthem Blue Cross and Blue Shield in Nevada. "As one of the largest health insurers in the state, we have a unique responsibility to understand and improve not only the health of our members, but also the overall health of all Nevadans."

The Get Healthy Clark County website also offers information about smoking cessation, injury prevention and resources for a healthier lifestyle.

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## Get Health Clark County Challenge Continues – add one

### About Anthem Blue Cross and Blue Shield Foundation

Through charitable grant making, the Anthem Blue Cross and Blue Shield Foundation promotes Anthem's inherent commitment to enhance the health and well-being of individuals and families in communities that Anthem Blue Cross and Blue Shield serves.

The Foundation focuses its funding on strategic initiatives that address and provide innovative solutions to reduce the number of uninsured as well as organizations and nonprofit charities that promote the Healthy Generations Program, a multi-generational initiative that targets specific disease states and medical conditions. These include: prenatal care in the first trimester, low birth weight babies, cardiac morbidity rates, long term activities that decrease obesity and increase physical activity, diabetes prevalence in adult populations, adult pneumococcal and influenza vaccinations and smoking cessation.

The Anthem Blue Cross and Blue Shield Foundation is an affiliate of the WellPoint Foundation. To learn more about the WellPoint Foundation please visit [www.wellpointfoundation.org](http://www.wellpointfoundation.org)