

results sheet



Integrated Capabilities · Publicity · Events · Digital Media · Media Relations



"Take Charge of Your Health"

CLIENT:

Community Health Education Alliance, Inc. "CHEA"

LEAD COMPANY:

The Marome Agency

PROJECT:

"Stompin Out Obesity" Community Health Educational Series

OBJECTIVE:

The goal was to inform the community about our state surgeon general coming to speak and to inform the general public about our health and the health of our children.

AUDIENCE:

Minority Men & Women- African American, Haitian/Haitian American, Caribbean, Hispanic, and undocumented Alien residents in Broward County.

CHALLENGE:

In a community where health issues such as diabetes, hypertension, and host of other adult related issues are high, we were challenged with encouraging children and adults to attend the an event and lecture series by local and state health officials about the affects of childhood obesity, and how early prevention and developing good habits such as exercise and eating a proper diet is very important to preventing a lot of illnesses that plague the adult community.

RESULTS:

The Marome Agency was able to secure partnerships with Pepsi, Humana and the Crockett Foundation, Inc. to support CHEA, Inc. in this special community effort. Humana provided a kids zones for youth and toddlers. The Crockett Foundation, Inc. donated and distributed Christmas toys to the kids who attended the summit. In addition, Broward County Health Department conducted HIV testing WIC and Kidcare evaluations and distributed community health materials. Overall the "Stompin Out Obesity" was very informative and productive for the community.



