

# NEWS RELEASE



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## For Immediate Release

### **Halifax Regional Launches Healthy Lifestyles** New website will help people achieve healthy lifestyles

**ROANOKE RAPIDS, NC (September 17, 2013)**—Halifax Regional announced the launch of [www.halifaxregional.org/healthy](http://www.halifaxregional.org/healthy) a new Healthy Lifestyles website focused on getting residents of the Roanoke Valley motivated and encouraged to live an active, healthy, and well balanced life.

North Carolina spent almost \$54 billion in 2010 on medical bills and lost worker productivity associated with certain risk factors or conditions (excess weight, Type II diabetes, low fruit and vegetable consumption, high cholesterol, high blood pressure, depression, physical inactivity, and tobacco use) known to cause chronic disease in adults.

Closer to home, the county health rankings for Northampton and Halifax Counties are 90 and 99 respectively out of the 100 counties across North Carolina. The *County Health Rankings* evaluate on variety of measures that affect health such as the rate of people dying before age 75, high school graduation rates, unemployment, limited access to healthy foods, air and water quality, income, and rates of smoking, obesity and teen births. Sadly, obesity rates in Northampton and Halifax Counties are higher than both state and national obesity rates.

Launching the Healthy Lifestyles site is one of many strategies to promote active living and healthy eating in the Roanoke Valley where health outcomes tend to be poor for many residents.

The site will be updated monthly and will offer:

- Tools;
- Activity and nutrition tips;
- Healthy recipes;
- Online resources;
- Personal stories and testimonials; and
- Community events that support healthy living

Personal stories and testimonials from local residents will also be a major part of the new [www.halifaxregional.org/healthy](http://www.halifaxregional.org/healthy) website. Testimonials will share first-hand accounts of people's personal journey to good health. In helping launch this aspect of the website, Halifax County Sheriff, Lt.

Doug Pilgreen shares his own story about his journey from being a “pack a day” smoker to now living smoke-free and making exercise and healthy eating a part of his daily routine.

“Sometimes we need a little extra motivation to get us going and this site aims to provide that motivation along with education and community resources that support active living and healthy eating, said William Mahone, President, Halifax Regional. Halifax Regional is undergoing a transformation from sick care to health care and launching our Healthy Lifestyles site will help bring residents along during that transition.”

Balanced living through healthy eating and exercise is a recipe for good health. The Healthy Lifestyles site at [www.halifaxregional.org/healthy](http://www.halifaxregional.org/healthy) is food for body, mind, and soul to encourage the community to get on the path toward good health.

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