

# NEWS RELEASE



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## For Immediate Release

### HALIFAX REGIONAL'S A "RED APPLE" HOSPITAL

**ROANOKE RAPIDS, NC-- (January 22, 2010)--** Halifax Regional has been named a "Red Apple" hospital, having committed to develop, promote and sustain a healthy food environment.

The Medical Center offers a variety of delicious, healthy foods and beverages that are affordable in its cafeteria and snack shop. Both eateries are open to the public.

"Our goal is to make it easier for our customers to choose a healthy meal or snack that is affordable," said Wallace Parham, manager of food and nutrition. "For us, it's all about the food.

"We are making new and delicious dishes for our customers," he added. "Everyone wants to eat healthier; we just make those options taste better and make them easier to find."

Halifax Regional is using pricing to help promote the delicious and healthy choices," said Lauren Carroll, a Registered Dietitian. "For example, an employee can get a filling and delicious lunch under 400-500 calories for \$5 or less," she said.

Nutrition information is displayed for menu items in the cafeteria while prices have been reduced on healthier options. On their computers, employees can calculate nutrition information (calories, fat grams and carbohydrates etc.) for all items chosen for a meal.

"Promoting good health is central to our mission," said Will Mahone, president. "We are a community leader in helping people lead healthy lifestyles. We want to set an example for our employees and visitors."

Halifax Regional and other hospitals in North Carolina are working with Prevention Partners, a leader in reducing preventable illness and early death. This project is funded by a grant from The Duke Endowment in a partnership with the North Carolina Hospital Association.

"Healthy foods are in North Carolina hospitals' future," reports, Anne Thornhill of North Carolina Prevention Partners. "We want hospitals to do more to ensure people who want healthy options can get them."

She reports that North Carolina hospitals serve more than 500,000 meals each week. More than half of the hospitals in the state are actively promoting a healthy food environment, putting North Carolina on the map as a national leader in preventing obesity.

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#### About Halifax Regional

Halifax Regional Medical Center is licensed for 204 beds, including psychiatric and nursery. A non-profit organization, Halifax Regional is fully accredited by the Joint Commission. For more information, visit [www.halifaxregional.org](http://www.halifaxregional.org).