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**CABARRUS HEALTH ALLIANCE SELECTED FOR NATIONAL HEALTH & WELLNESS EFFORT;
 ACHIEVE FUELS COMMUNITY-BASED APPROACH TO COMBAT OBESITY AND CHRONIC DISEASES**
One of 40 Communities Named Across the U.S.

(Concord, NC) – The National Association of County and City Health Officials (NACCHO), the National Association of Chronic Disease Directors (NACDD), the National Recreation and Park Association (NRPA), and the YMCA of the USA (Y-USA) selected the Cabarrus Health Alliance and 39 other U.S. communities to advance the nation’s efforts to prevent chronic diseases and related risk factors through local collaboration. **Action Communities for Health, Innovation, and EnVironmental Change (ACHIEVE)** is supported by the Centers for Disease Control and Prevention (CDC)’s Healthy Communities Program. ACHIEVE aims to bring together leaders from all sectors of a community to build healthier communities by promoting policy, systems, and environmental change strategies that focus on physical activity, nutrition, tobacco cessation, obesity, diabetes, and cardiovascular disease.

The ACHIEVE approach promotes health through such improvements as safe locations for physical activity and increased access to healthy food options such as fruits, vegetables and whole grains at schools, worksites, places of worship and in the general community, among others.

ACHIEVE aims to combine the expertise of state and local government and public health departments with the experience of community-based organizations that provide community support and outreach. Cabarrus Health Alliance, like the other 39 ACHIEVE communities, will

engage and mobilize leaders in their own local communities to respond to the public health challenges of obesity, physical inactivity and poor nutrition.

“We are not the healthiest nation by a long shot,” said Robert M. Pestronk, NACCHO’s executive director. “These partnerships create intentional momentum in the right direction, based on successful strategies at work, home, and play to reduce our nation’s burden of chronic disease.”

The Cabarrus Health Alliance, in collaboration with Healthy Cabarrus, applied for ACHIEVE and was selected after a competitive review process. The ACHIEVE Project Team will first conduct an assessment of currently existing policies and environments that support health in schools, work sites, local government, health care organizations, and community-based organizations located in Concord. Based on the results, the ACHIEVE Team will work with these sectors over the next three years to improve health and wellness through policy and environmental change. Current ACHIEVE Team members include Dr. Hector Henry, City Council; Ryan Jones, City of Concord Parks & Recreation; Elizabeth Lindsey, YMCA; Ann Morris, Rowan-Cabarrus Community College; Donna Smith, Cabarrus County Schools, Dr. Stephanie Burchett, NorthEast Physicians Network Management/Carolinas Medical Center-NorthEast; Andy Christy, City of Concord Business and Neighborhood Services; Erin Bayer and Victoria Manning, Cabarrus Health Alliance; and Barbara Sheppard, Healthy Cabarrus. Additional team members will be added at a later date.



“The team-based approach, in which the local health department plays a key role, allows communities to provide a cohesive response to the lifestyle challenges facing our nation,” said Dr. William F. Pilkington, Health Director and CEO of the Cabarrus Health Alliance. “By connecting the leaders who can make change, communities are helping to make healthy behaviors an easier choice, not just the healthier choice. These improved opportunities for active living and healthy eating are laying a foundation to help reduce the risk of chronic diseases that have taken such a serious toll on Americans.”

For a complete listing of all funded communities, please visit the ACHIEVE Web site at www.achievecommunities.org or CDC’s Healthy Communities Program’s Web site at: www.cdc.gov/healthycommunitiesprogram.

The National Association of County and City Health Officials (NACCHO) represents the nation's 2800 local governmental health departments. These city, county, metropolitan, district, and tribal departments work every day to protect and promote health and well-being for all people in their communities.