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Everyone Living Better, Longer.

FOR IMMEDIATE RELEASE

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Eau Claire Healthy Communities Presents the BE Fit Forum

Eau Claire, WI, October 24, 2014– Taking place November 11th, 2014, from 8:00 a.m. to 11:30 a.m., is the BE Fit Forum. The purpose of the event is to network stakeholders and encourage open dialogue while looking at effective strategies to outfit the Built Environment (BE) for the health of all in Eau Claire and the Chippewa Valley. The event will highlight how important it is to work together to build homes, workplaces, developments, neighborhoods, and cities that are supportive of good human health. Since so much time is spent in these places, it reasons to be a significant stage where healthy communities and real economic prosperity are either created or not.

“The complex healthcare crisis is in part an urban design crisis”, said Nate Jahn, Co-chair of Healthy Communities. “Rising rates of obesity, cardiovascular disease, hypertension, type 2 diabetes, asthma, and some cancers are often pegged to a person’s diet, physical inactivity and other behaviors, but there is growing evidence that a city’s physical structures and land use patterns greatly influence these health outcomes. For example, if people always have to drive for work and errands, the physical activity benefit gained of walking or biking to such places will not occur. So, what we’re really talking about is providing more choice for people so that they can more easily make healthier decisions while they go about their daily lives. By intentionally embedding health considerations into the way we design our cities and buildings, we can truly make a difference for people’s health.”

The BE Fit Forum will bring together expert speakers and panelists to discuss this trend of healthy community design. Some of the highlights include discussions on healthcare’s focus on prevention of disease and illness, health considerations of the built environment, healthy homes, buildings and developments, real estate trends on lifestyle living, and bike-sharing programs. The Forum includes a notable lineup of featured speakers:

- Bill Albright, Vice President, Heartland Contractors
- Cindy Estrada, Sustainability Specialist, SDS Architects
- Peter Farrow, CEO, Group Health Cooperative of EC
- Glen Mills, President, My Next Home LLC
- Larry Studt, M.D. Medical Dir., Occupational Health & Medicine, HSHS St. Joseph’s/Sacred Heart Hospital
- Catherine Emmanuelle, Eau Claire City Council
- Phil Fieber, Parks/Public Works Dir., City of Eau Claire
- Zach Halmstad, Co-CEO, JAMF Software
- Bruce King, Gov’t Affairs Dir., Realtors Assoc. NW WI
- Jerry Kuehl, Senior Vice President, Northwestern Bank
- Geoff Moeding, President, Moeding Partners LLC
- Randall L. Linton, M.D., CEO, Mayo Clinic Health System – Eau Claire
- Karen Mumford, Ph.D., Assistant Professor, UWEC - Watershed Institute

Free registration is available to attend the Forum, which will be hosted at the Mayo Clinic Health System – Eau Claire on Tuesday, November 11th, 2014. To register and review the program details see:

<http://www.BeFitForum.eventbrite.com>

Finally, the Eau Claire Healthy Communities Council and organizers of this event would like to thank its sponsors: the City of Eau Claire, Eau Claire Area Chamber of Commerce’s Health & Wellness Committee, FYT Results, Group Health Cooperative of Eau Claire, Mayo Clinic Health System – Eau Claire, Sacred Heart Hospital, SDS Architects and Volume One.

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