



FOR IMMEDIATE RELEASE

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Healthy Bodies, Healthy Living

Health Education Fair Set For June 6 at Pennington Biomedical Research Center

Baton Rouge, LA -- The Family Road Healthy Start Fetal and Infant Mortality Review Program (FIMR) and the Infant and Child Action Network (I CAN) will introduce the **“Healthy Bodies, Healthy Living Campaign,”** a health initiative that aims to help Baton Rouge Area residents understand how to take care of their bodies and live healthier lives. The **“Healthy Bodies, Healthy Living Campaign”** will kick off with a health information fair --Tuesday, June 6th from 9 am until 11am at the Pennington Biomedical Research Center, 6400 Perkins Road -- featuring free glucose and cholesterol screenings, giveaways, and educational materials focused on nutrition, prenatal and infant care, mental health, and smoking cessation. Kids can meet their favorite famous mouse and receive free children’s books. Participants are also invited to register to win a variety of door prizes.

“The Greater Baton Rouge Area exhibits a variety of risk factors that increases the likelihood of health problems related to poor nutrition, late prenatal care and sexual transmitted diseases” says Ragan Canella, Fetal Infant Mortality Review /Healthy Start Coordinator.

“Through the Healthy Bodies, Healthy Living Campaign, we hope to raise awareness of critical public health issues in the Greater Baton Rouge Area.”

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Healthy Bodies, Healthy Living – one add

“Louisiana leads the nation in infant mortality, preterm births, low birth weight babies, substance abuse, sexually transmitted diseases (STDs) and improper nutrition. Since Hurricanes Katrina and Rita, these issues have increased three-fold, creating the need for a health and wellness campaign that promotes prevention and stresses early intervention” says Charletta Montgomery, Healthy Start Program Manager.

Participating agencies include: Partners for Healthy Babies, Capital Area Human Services District (CAHSD) – Fetal Alcohol Spectrum Disorders, Capitol City Family Health Center, CAWSC, Family Road of Greater Baton Rouge Healthy Start Program, Dedicated Dads Program, Building Strong Families Program, Office of Public Health, LSU Ag Center, Mothers Against Drunk Driving (MADD), March of Dimes, New Heights Parenting Center, OLOL Children’s Hospital, Safety Council, SIDS Louisiana, The Louisiana Campaign for Tobacco-Free Living, and Woman’s Hospital; among others.

For more information about the **“Healthy Bodies, Healthy Living Campaign”** and the **June 6th Health Education Fair** at Pennington Biomedical Research Center, please contact **Family Road of Greater Baton Rouge at (225) 201-8888, Ext. 3016.**

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