



FOR IMMEDIATE RELEASE
May 28, 2015

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***Live Well Allegheny* Effort Receives Richard King Mellon Foundation Grant**

PITTSBURGH – The Allegheny County Health Department announced today that it has received a \$750,000 one-year grant from the [Richard King Mellon Foundation](#) to expand its *Live Well Allegheny* efforts to address the major risk behaviors that contribute to chronic disease in Allegheny County. Under the umbrella of the [Live Well Allegheny](#) campaign, the funding from the Richard King Mellon Foundation will be used to support initiatives aimed at improving health in Allegheny County with a particular emphasis on disadvantaged communities.

“This grant will help us achieve our goals set out in the [Plan for a Healthier Allegheny](#). We will be able to implement strategies to improve fruit and vegetable access, increase physical activity and decrease smoking,” said Dr. Karen Hacker, Director of the Allegheny County Health Department. “We know that there are documented inequities in certain communities, including higher rates of chronic disease among minority populations and lower income residents. Thanks to the support of the Richard King Mellon Foundation, we can focus our efforts on a particular area and, working collaboratively, can address health inequalities.”

Several stakeholders involved in the work will also receive funding as part of this project, including Allegheny County Economic Development, Greater Pittsburgh Community Food Bank, Just Harvest, [RAND Health](#) and the United Way of Allegheny County/fitUnited. The Health Department will also utilize funding to support the Allegheny County Health survey and RAND Health will help with evaluation of the project to insure that efforts are completed and have impact.

Among the initiatives being planned:

- Work with all municipalities and school districts in disadvantaged communities to gain [Live Well](#) status.
- Support conducting the Allegheny County Health Survey to further inform the campaign.
- Increased access to healthy food and beverage options through Curbside Markets launched by the [Greater Pittsburgh Community Food Bank](#). The mobile market will bring fresh fruits and veggies into area of the County currently considered food deserts using a mobile food truck and increase fruit and vegetable consumption among customers by 10%.
- [Just Harvest](#) plans to expand the Fresh Access program and enable people to use their EBT and SNAP benefits at additional farmer’s markets to purchase fresh fruits and vegetables. Just Harvest will also implement a healthy corner store initiative aimed at working with small local businesses to enhance fresh and healthy food and beverage options. The group hopes to raise EBT sales by 15% in Fresh Access markets.

- To increase opportunities for physical activity, [Allegheny County Economic Development](#) will launch a small grant program for communities to design and develop active transportation opportunities such as bike and pedestrian improvements.
- [fitUnited](#) will bring its partners into the [Live Well Allegheny](#) campaign and focus on Live Well workplaces.

“Together, through collective action, we will address issues of food access, physical activity opportunities and data monitoring,” said Dr. Hacker. “All of these items are key components of the [Live Well Allegheny](#) campaign to improve the health of our population.”

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