

News Article #1 – Living Healthy CDSMP

Contact Information:

[NAME] [AGENCY]

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[CITY, STATE ZIP]

[PHONE]

[E-MAIL]

FOR IMMEDIATE RELEASE: [DATE]

[CITY], NC – [SPONSORING AGENCY] will be offering a Living Healthy Workshop series beginning [DATE] at [LOCATION]. Living Healthy is a six-week program for people with chronic conditions and their caregivers. Chronic conditions are ongoing health issues and include diabetes, arthritis, high blood pressure, depression, heart disease, chronic pain, anxiety, multiple sclerosis, fibromyalgia, and others.

[Insert a quote from a local leader that explains why they got involved and the benefits they see the workshops offer participants. For example: *“We welcome everyone to participate. The goal is to help people better manage their health conditions and deal with the frustration, fatigue and pain that can accompany a chronic disease.”*]

During the workshop, participants receive support from trained leaders and other workshop participants, learn practical ways to manage their pain and fatigue, learn about nutrition and exercise options, understand new treatment choices and learn better ways to communicate about their conditions with doctors and family members.

[Insert a quote from a participant about the positive benefits they have experienced from taking the workshop. For example: *“I was tired. I hurt all the time. It felt like my health problems were telling me what I could and could not do. Living Healthy workshop put me back in charge. Now I have the energy to do the things that matter. I’ve put life back into my life.”*]

Past participants report increased energy, reduced stress, more self-confidence, and fewer doctors’ visits as a result of taking the Living Well workshop.

For information on workshops in your area, visit healthyagingnc.com or call [phone number].

Ad – Living Healthy CDSMP

Sample headlines (select one):

- Is a medical condition stopping you from living the life you want?
- Don't want that arthritis/diabetes/heart disease to slow you down?
- Learn how to live with a chronic condition such as arthritis, diabetes, heart or lung problems, cancer and more.

Learn how to regain control of your life while living with a chronic condition.

If you have arthritis, diabetes, heart or lung problems, high blood pressure, cancer or another chronic condition, these FREE six-week Living Healthy programs can help you cope with your condition.

During the six weeks, you will learn more about:

- Goal setting and action planning
- Healthy eating
- Communication skills
- Relaxation techniques
- Community resources
- Physical activity options
- How to optimize your patient/doctor relationship

If you're struggling with a chronic health condition, find a workshop in your area by visiting healthyagingnc.com or call [phone number].

Sample PSA – Living Healthy CDSMP

Sample PSA Script (30 seconds)

Do you have a chronic health condition like diabetes, arthritis, high blood pressure, heart disease, or depression? Put life back in your life! Consider a Living Healthy Workshop, now available in [COUNTY/CITY], beginning [DATE] and meeting once a week for six weeks. Workshops provide tips on reducing pain and fatigue, eating better, making physical activity fun, talking with your doctor, and more. For details visit www.healthyagingnc.com or call [PHONE NUMBER]. That's [REPEAT NUMBER]. Living Healthy — your path to less pain, more energy, and living the life you want. A message from [AGENCY] and [RADIO STATION].