

Lillis, Nicole

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Strong4Life: Coming to a Shopping Cart Near You

Over the last few weeks, you may have spotted the new Children's Strong4Life ad campaign on billboards around the city, on TV, the radio and Pandora, and on shopping carts in 358 local grocery stores. Strong4Life hopes the campaign will help address the barriers parents face when it comes to getting their family on a healthy path. Strong4Life meets parents where they are—whether they're overwhelmed by making healthy changes, feel they can't do it alone, or simply need more encouragement in being a healthy-living role model for their kids.

Parents have the power to encourage their families to be more physically active and eat healthier. Strong4Life knows that most parents' No. 1 priority is the health of their children, but that even the best-intentioned might overlook habits that negatively impact their family's health. This is why the Strong4Life team of doctors, nutritionists, psychologists and other wellness experts created an easy, quick and personalized [assessment](#) that gives parents insight into their family's behaviors. After completing the assessment, parents get tailor-made tips based on their answers—tips that could have a big effect on improving their family's health.



In addition to the Strong4Life ads, the team has been in the community reaching families through partnerships, policy change efforts and school- and provider-training programs, like the [Healthy Habits School Wellness Program](#), where kids are treated to a live-theatre performance encouraging activity and good nutrition. Strong4Life also helps provide parents and caregivers with the support they need to accomplish their goals, while making nutrition and physical activity habits fun with initiatives like [Camp Strong4Life](#).

If you'd like more information on ways your family can be healthier, visit Strong4Life.com.

Employees interested in volunteer opportunities with Strong4Life should contact Laura Colbert about the Champions program at ext. 57242.

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