



CAMPAIGN PACKET



Healthy KENTUCKY

#HealthyKentucky

Governor Andy Beshear and Kentucky Public Health Commissioner Dr. Steven Stack invite you to participate in a Team Kentucky initiative to engage and inspire Kentuckians on a personal journey of achievable health and wellness improvements. Together, we can lift up a Healthy Kentucky!

TEAM
KENTUCKY



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A Message from Governor Andy Beshear

Dear Team Kentucky,

Together, we're building a brighter future for all our people. And because of our hard work, we aren't looking at the same Kentucky anymore. Now we're looking at our new Kentucky home – a place where prosperity and opportunity are possible for everyone.

We should all take pride in what we've accomplished and our commitment to building on the success we've seen. But there is an equally important factor in this that we all must consider – and that is our health as Kentuckians. Because we must all be healthy enough to fully enjoy the good things to come.

That's why I am excited to team up with Dr. Steven Stack, the Kentucky Department for Public Health Commissioner and all of Team Kentucky to kick off a journey where we all can take small steps to improve our health and wellness together.

Through Our Healthy Kentucky Home, Dr. Stack and his team have provided a month-by-month guide to making small changes that will create a healthier path forward. The guide will help us all stay on track and encourage important things like exercising regularly, adding consistent servings of vegetables or fruits to our diet, reminders to see through important health screenings and more.

I love this plan because it's achievable. As a dad with two teenagers keeping Britainy and me constantly on the go, I know adding another thing to the list can seem overwhelming. Thankfully, this plan is done in a way that fits into your life easily – and the whole family can get involved. I think out of everyone, Winnie is most excited, because it means more long walks for her.

The other great thing about this is that you won't be alone. We're inviting everyone from across Kentucky – from Paducah to Pikeville and everywhere in between – to take part. Challenges are always easier when we see them through together, and here in Kentucky, we always come out on top.

I hope you'll join me, Dr. Stack and all of Team Kentucky in Our Healthy Kentucky Home goal. This year-long program will be a lot more fun if we're in it together. Let's share our progress and cheer each other on in person and on social media with #OurHealthyKYHome.

Let's go, Kentucky ... and good luck!

Gov. Andy Beshear



Introduction

The **Our Healthy Kentucky Home** campaign is a Team Kentucky initiative with the Kentucky Department for Public Health (KDPH) to engage and inspire Kentuckians on a personal journey of achievable health and wellness improvements through increased physical activity, improved nutritional health, and decreased social isolation through targeted interventions.

The Problem

In its [2023 America's Health Rankings](#), the UnitedHealth Foundation reported that among the fifty states the Commonwealth of Kentucky ranked:

- Overall: 41st (43rd in 2022, N/A in 2021)
- Health Behaviors: 41st (46th in 2022, 48th in 2021)
- Health Outcomes: 44th (45th in 2022, 47th in 2021)

According to the 2022 Kentucky [Behavioral Risk Factor Surveillance Survey](#) (KyBRFS) in Kentucky (rounded to nearest whole number; mixed data sources):

- 38% of citizens are obese
- 26% do not engage in non-work physical activity (i.e., exercise)
- 45% eat fruit less than once per day
- 20% eat vegetables less than once per day
- 17% of adults smoke cigarettes (4th highest)

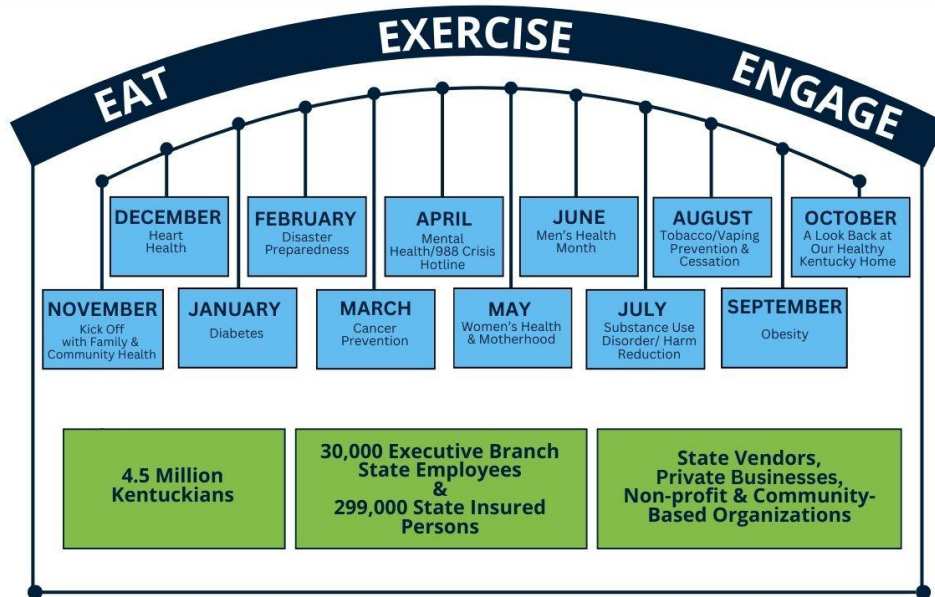
These factors contribute to health conditions such as diabetes, hypertension, cardiovascular disease, and cancers, which diminish quality of life and contribute to premature death. Additionally, a nationwide epidemic of isolation and loneliness, as described by the U.S. [Surgeon General in 2023](#), further compounds these physical health factors.

Kentucky can, and must, do better through targeted efforts in specific health areas to improve population-level health for Kentuckians.

The Solution

Over a 1-year campaign, **Our Healthy Kentucky Home** will promote simple, positive, and attainable goals to shift behavior and engage Kentuckians on a journey to health and wellness. The campaign intentionally proposes modest initial steps to make lifestyle change less intimidating and more sustainable. This journey will begin with a statewide call to action to: **Eat, Exercise, & Engage.**

- **Eat 2 servings of fruits or vegetables daily.**
- **Exercise at least 30 minutes, 3 times per week.**
- **Engage with others, stay connected.**



Each month, education and resources will be provided to the general population and our partners to directly reinforce the yearlong campaign and complement it with topic-specific health and wellness materials.

Resources provided will include:

- Campaign social media resources and templates



- Videos produced by KDPH featuring Kentucky Governor Andy Beshear and KDPH Commissioner Dr. Steven Stack addressing campaign health initiatives.
- A campaign website: OurHealthyKYHome.ky.gov which will contain all the educational and other resources for the **Our Healthy Kentucky Home** campaign.

Note: See the appendix, **Our Healthy Kentucky Home Campaign by Month**, for a breakdown of each month by topic.

Partners: We Need Your Help

We are enlisting active engagement and support from executive branch agencies and private sector partners to extend and amplify the **Our Healthy Kentucky Home** campaign throughout the state. Requested partner engagement in this campaign includes:

- Distribution, posting and promotion of campaign messages to increase public awareness.
- Voluntary additions and contribution(s) in alignment with and to support the initiative and promote Kentuckian participation. Examples could include:
 - Print, website, email and social media promotions of the campaign
 - Discounts (e.g., on walking shoes, fresh fruits & vegetables, etc.)
 - Promotions
 - Support programs
 - Cash/gift card incentives
- Connecting current agency health improvement incentives and activities to align with the **Our Healthy Kentucky Home** campaign.
- Providing enhanced support and positive incentives to your own employees to participate in this campaign.
- Resharing and promoting campaign messages published on the KDPH [Facebook](#) account, @KyPublicHealth.

Partner Benefits

Effective workplace and community health programs and policies can reduce health risks and improve the quality of life for American workers and families. [According to the CDC](#), workplace health programs can lower health care costs, reduce absenteeism, boost productivity, aid in recruitment and retention and improve workplace culture and employee morale.

In addition, the [National Institutes of Health \(NIH\)](#) cites companies with workplace health programs have a 25% decrease in employee turnover which in turn produces:

- More engaged employees
- Higher productivity
- Increased employee morale

Communities benefit from statewide health programs as well. According to the [Communication Strategy Group](#), health improvement campaigns help:

- Raise awareness of important health issues
- Provide critical health education
- Encourage citizens to take action to improve their health and change their behavior

Health improvement campaigns play an important role in educating communities, improving public health, preventing diseases and promoting wellness.

Next Steps

Content created for use during the **Our Healthy Kentucky Home** campaign will be available on the campaign website at OurHealthyKYHome.ky.gov. Resources are available on this site for your distribution, posting, and promotion statewide to increase the campaign's reach to the public.

Editable campaign social media templates are also available for your use at: [Our Healthy Kentucky Home Social Media Templates](#)

- If you require assistance with creating, editing and promotion of campaign materials the Kentucky Department for Public Health Content team is available for assistance.

Conclusion: A Message from Commissioner Stack

Team Kentucky –

Thank you for partnering with Governor Beshear and me as we work together to promote **Our Healthy Kentucky Home**. This campaign seeks to make health and wellness accessible through clear, simple, and achievable lifestyle changes. To succeed, we need all of Kentucky to join us in this journey.

We ask that government agencies, community-based organizations, schools, businesses, communities of faith, and others use the roadmap in this packet to create your own complimentary initiatives that build on **Our Healthy Kentucky Home** by personalizing it to your unique circumstances. In so doing, we can work together to ensure that every Kentuckian is encouraged and supported to eat, exercise, and engage to achieve better health and their full potential.

With gratitude and wishing you good health,

Let's do this!

Dr. Steven Stack



Contact Information

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Appendix: Our Healthy Kentucky Home Campaign by Month

- 1. November: Eat, Exercise, & Engage Kick Off with Family & Community Health**
Kick-off with both general public and state employee campaigns to eat 2 servings of fruits or vegetables daily, exercise at least 30 minutes, 3 times per week and engage with others to stay connected. Frame the initiative, provide context, describe the positive power and impact of participation, and inspire engagement with a call to action. We will share guidance and resources kicking off the holiday season with health and wellness in mind. Content experts will share tips for healthier eating during the holidays, simple indoor exercises, ways to reduce holiday stress and improve mental health.
- 2. December: Heart Health**
According to the CDC, heart disease was the leading cause of death in Kentucky in 2021. To combat heart disease in Kentucky, this month will aim to provide resources surrounding heart health and disease prevention.
- 3. January: Diabetes**
The [CHFS 2023 Diabetes Report](#) reports that 13.8% of adults in Kentucky had diabetes in 2021 which is nearly 487,196 Kentuckians. This month will encourage a fresh start to the New Year to help all Kentuckians be healthier, with focused recommendations specific to those who are diabetic or pre-diabetic. We will introduce the [Kentucky Prescription Assistance Program](#) (KPAP) as a resource to help individuals and/or family, friends or co-workers obtain diabetes and other medications that may otherwise be inaccessible due to cost.
- 4. February: Disaster Preparedness**
Share information on how Kentuckians can prepare for disasters and unplanned disruptions (e.g., natural disasters, power outages, utility disruptions, etc.) Share concrete tips and tools to protect yourselves, your families and your neighbors. Highlight how to access services, support and healthcare in times of need.
- 5. March: Cancer Prevention**
Kentucky has some of the highest rates in the nation for common cancers. This month will address screening for breast, lung and colon cancer (three of the most common cancers). Additionally, this month we will educate state employees about health insurance benefits supporting these screenings and programs for friends and family who may lack health insurance.

6. April: **Mental Health / 988 Crisis Hotline**

In a 2023 report, the U.S. Surgeon General identified loneliness and isolation as a societal epidemic and contributor to poor mental and physical health. This month will educate the workforce on the positive power of social engagement with family, friends and colleagues, normalizing that it is ok to not be ok and that there is help available when needed. We will empower the workforce to act, when needed, through the employee assistance hotline, relevant health insurance benefits and the 988 Crisis Hotline.

7. May: **Women's Health and Motherhood**

The month of May, harmonizing with Mother's Day, will promote practices to improve the health and well-being of women and girls. This month will also aim to educate on the key aspects of maternal health as integral to healthy mothers and healthy babies. We will promote the HANDS program as a resource for new mothers to assist with parenting knowledge and skills to establish children aged 0 – 2 on the path to healthy, successful lives.

8. June: **Men's Health**

The month of June, coinciding with Father's Day and Men's Health Month, will promote healthy habits for men and boys. According to CDC, men in the United States die nearly 6 years earlier than women and are at higher risk for many serious diseases, including heart disease, lung cancer and HIV. This month will aim to encourage men to focus on their health and well-being as well as the wellness of their family.

9. July: **Substance Use Disorder / Harm Reduction**

July will inform and educate on the impact of substance use disorder and overdose deaths. Emphasize that substance use disorder is a disease and the importance of supporting those afflicted. Educate on resources available to help such as www.FindHelpNowKy.org, <https://findrecoveryhousingnowky.org/>, www.FindNaloxoneNowKY.org, [988 Crisis and Suicide Lifeline](#).

10. August: **Tobacco/Vaping Prevention and Cessation**

Kentucky has one of the highest smoking rates in the nation and is in the bottom 5 of all states in spending on tobacco cessation and prevention efforts. This month will educate the workforce on the benefits of quitting tobacco products promoting the [Kentucky Quit Line](#) as a resource to assist and health insurance benefits that may be available.

11. September: **Obesity**

Kentucky has the second highest obesity rate (approx. 38%) in the nation. According to the [KyBRFS](#), more than 26% of Kentuckians report that in the past 30 days, they have not engaged in any non-work physical activity (i.e., exercise). This month will encourage healthy eating, exercise and engagement to promote healthy aging, building strength and reducing the risk of obesity-related health conditions.

12. October **A Look Back at Our Healthy Kentucky Home Campaign**

October will provide a look back at the Our Healthy Kentucky Home campaign. We will share stories of how the campaign's call to action of *eat, exercise, & engage* improved Kentuckians' quality of life over the last year. October will also provide an opportunity for motivation and action to tackle the lingering health challenges of today and tomorrow.