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For Immediate Release: January 28, 2013

### CREWE NAMED FIRST HEAL TOWN IN VIRGINIA

The Institute for Public Health Innovation (IPHi), the official public health institute serving the DC-Maryland-Virginia region, announced today that the Town of Crewe is the first Healthy Eating, Active Living (HEAL) community in Virginia. On January 14, 2013, Crewe's Town Council passed the HEAL Cities & Towns resolution. This resolution stated "obesity is a serious public health threat to the health and wellbeing of adults, children, and families of the Town of Crewe, and a commitment is needed to put healthy choices within reach of all residents."

The Mayor of the Town of Crewe, Lee Simmons said "I believe the role of our municipal government is to do whatever we can to help provide the highest quality of life for the citizens that we represent. Citizens who eat healthy and lead an active lifestyle are generally happier and healthier as well as more productive and willing to contribute in a positive way to our community in Crewe. I believe that this resolution is just the beginning step in raising awareness of the benefits that can be attained by having a healthy citizenry. I am anxious to move forward with our HEAL initiative and perhaps be the town that other communities model themselves after in the future."

A Healthy Eating Active Living City or Town is a municipality that sets forth a framework or vision to create a community where all people can make healthy choices to eat nutritious food and be physically active. The HEAL Cities & Towns Campaign celebrates all municipal policies that make Maryland and Virginia cities and towns places where residents, employees and visitors can be physically active and have access to nutritious foods. To be designated a HEAL City/Town, municipalities must submit their qualifying policies along with the resolution or policy by which they are joining the Campaign.

Councilman Phil Miskovic envisions this resolution as being an integral part in improving community life in Crewe. He stated, "As part of our Economic Development Strategic Plan, the Town of Crewe is seeking a more active, engaged citizenry. Evidence suggests that a healthier community is a more desirable place to visit, own a business, and raise a family. By becoming the first HEAL town in Virginia, Crewe will be a leader in developing innovative ideas and common sense solutions for providing healthy choices in the Southside region. Passing this resolution is the first step to a more vibrant community."

Crewe, Virginia, like many cities and towns across the state, is focused on economic development and providing citizens with the ability to choose a healthier lifestyle through increased access to healthy options. Mayor Simmons believes that passing this resolution makes Crewe a leader for the

Commonwealth of Virginia. Simmons said, “My hope is that the town's commitment to Healthy Eating and Active Living will result in Crewe being the most improved and healthiest small town in the Commonwealth of Virginia. That result will lead to a happier community for our citizens to enjoy as well as be a more desirable town for families from all over to relocate to.”

By committing to adopting policies and strategies focused on increasing opportunities for healthy eating and active living, Crewe can ensure that future growth and development will prioritize health.

The HEAL Cities & Towns Campaign for the Mid-Atlantic is part of a growing national campaign currently taking place in California, Oregon, and Colorado. The Institute for Public Health Innovation embarked on this initiative with funding from Kaiser Foundation Health Plan of the Mid-Atlantic States and a strategic partnership with the Maryland & Virginia Municipal Leagues. For more information on becoming a HEAL City or Town, please visit [www.healcitiesmidatlantic.org](http://www.healcitiesmidatlantic.org)

### **About IPHi**

The Institute for Public Health Innovation (IPHi) provides technical capacity, leverages resources, and facilitates collaboration across sectors to develop, implement, and evaluate effective strategies that improve health and quality of life in the DC, Maryland and Virginia region. IPHi is one of the newest institutes within the National Network of Public Health Institutes (NNPHI), an organization of 38 members throughout the United States and a growing aspect of the national public health infrastructure. To learn more about IPHi, visit [www.institutephi.org](http://www.institutephi.org).

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