

The Steps Program in Mesa County, Colorado

Funding Period: 2003–2008

CDC's Steps Program funds states, cities, and tribal groups to implement community-based chronic disease prevention programs to reduce the burden of obesity, diabetes, and asthma by addressing three related risk factors: physical inactivity, poor nutrition, and tobacco use. Steps-funded programs are showing what can be done locally in schools, work sites, communities, and health care settings to promote healthier lifestyles and help people make long-lasting and sustainable changes that can reduce their risk for chronic diseases.

Background

Mesa County in Colorado covers approximately 3,309 square miles and has a population of about 134,200 (2006); 10% of people living in the county are Hispanic or Latino. In 2003, 67,809 residents were in the county labor force and the unemployment rate was nearly 6%. The median household income is \$39,750; almost 13% of county residents live below the federal poverty level (2005 U.S. Census Bureau estimates). Because rates of obesity and diabetes are high in the county, the Steps Program focuses on improving residents' eating habits and increasing their physical activity levels.

Spotlight on Success

The Mesa County Steps Program created LiveWell, a free, year-round program that was designed based on residents' priorities for improving the health of the community. LiveWell involves all segments of society—individuals, organizations, work sites, health care providers, and schools—in a wide range of engaging activities. Overall, participants report weight loss, increased physical activity, decreased television viewing, more fruit and vegetable consumption, and better overall health. Read more about LiveWell in Mesa County's success story in *The Steps Program in Action*, available at www.cdc.gov/steps/success_stories/pdf/mesa.pdf.

Community Partnerships

The LiveWell Coalition has 35 members from 27 different organizations. Key partners include St. Mary's Hospital (Saccomanno Research Institute, Life Center), City of Grand Junction Parks and Recreation, Colorado State University Cooperative Extension, KJCT-News 8, Mesa County Tobacco Education Council, City of Fruita Parks and Recreation, Mesa County Indoor Air Quality Program, Mesa County Riverfront Commission, Girls on the Run of the Grand Valley, Rocky Mountain Health Plans, Western Colorado Kids, Colorado National Monument, Veterans Administration Medical Center, and the Physical Therapy Specialty Center. In addition, more than 212 community partners have contributed to the Steps Program's success by donating more than \$484,680.

Contact

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