

City of Newton



Setti D. Warren  
Mayor

## HEALTH AND HUMAN SERVICES DEPARTMENT

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**Public Health**  
Prevent. Promote. Protect.

**POSTED**  
City Clerk

**RECEIVED**

By ssullivan at 3:02 pm, Feb 22, 2017

Dear Community Partner,

The Newton Health and Human Services Department is launching Activate Newton -- a new initiative to promote improving physical health, emotional well-being and social connectedness. This will be a walking challenge program with organized walks happening throughout the city. We plan to launch in April with the help of our valued community and business partners. We are writing to you in hope that you'll partner with us to make this program successful and fun!

Join us for an initial meeting on **Wednesday, March 1, at 9:30am at Newton City Hall in City Council Chambers** on the 2<sup>nd</sup> floor, to talk more about our plans and to get some initial feedback and we would love to have your organization at the table.

Here are a few ways you can get involved:

- Share ideas to help shape the initiative
- Assist with advertising
- Recruit walking ambassadors and participants
- Organize walks and events
- Provide incentives



Example walking challenges:

- **Walk a marathon in April:** Track your walking miles to add up to walking a whole marathon during the month of April. Start a walking group to get miles in, or find another fun way to complete the challenge! Track your miles and submit to the Health Department for a prize!
- **100 miles in 100 days:** Walk a total of 100 miles during the months of June, July and August. Track your miles monthly and submit your final amount to the Health Department to win a prize!

Please let us know that you'll join us! Email Elizabeth Grella at [egrella@newtonma.gov](mailto:egrella@newtonma.gov) to RSVP to the meeting, or if you can't make it March 1<sup>st</sup> but are still interested in partnering.

Sincerely,

Deborah Youngblood

Commissioner of Health and Human Services