



Jeb Bush  
Governor

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Secretary, Department of Health

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**PINELLAS COUNTY HEALTH DEPARTMENT**

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**FOR IMMEDIATE RELEASE**

Contact:

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*Florida on the Move in Pinellas presents a month of action for a healthier you*  
**Help Turn September into STEPtember!**

**What Is Steptember?**

Steptember is a national month-long celebration highlighting the benefits of active living and healthful eating. During this month, you're encouraged to take steps for yourself, your kids and your community. The community is encouraged to experience Florida on the Move in Pinellas' two small steps that help prevent weight gain and enhance health:

1. Add an extra 2,000 steps (or activity equivalent) to your day; and
2. Choose one way to eat 100 less calories each day.

Join Steptember and take steps that make a difference. Hundreds of thousands of people will help us turn September into Steptember by visiting [www.americaonthemove.org](http://www.americaonthemove.org) or by calling 800-807-0077 and joining the campaign.

**Why is Steptember so important?**

The physical activity and eating habits of most Americans are cause for concern. The rate of overweight/obesity has increased dramatically across the nation and our community and is now an epidemic. The effects on our children, families and communities are far reaching, but they can be prevented - and most are reversible. The goal of **Steptember** is to challenge everyone to learn just how easy it is to find a healthy balance that can stop weight gain and enhance health.

Also, by joining AOM during September, you will not only take a step to improve your own health, but you will also help us to grow our AOM Kids Fund, which supports AOM programs that combat childhood obesity.

**How do I get involved locally?**

Join Florida on the Move in Pinellas County and get involved with Steptember, while enjoying the benefits of AOM all year round. Make a personal commitment to a healthier lifestyle. Here's how to join:

- Go to [www.floridaonthemove.org](http://www.floridaonthemove.org)
- Click the "Get Involved Today" tab.
- Pick "Individual, Full Access" registration.
- Fill in the next screen - your information is confidential and only viewable by you.
- Enter group registration code **RFR47677**.
- Click "next."
- You will be asked for some more information. You only are required to fill in the bold areas. Remember - your information is confidential and only viewable by you. All that is seen by the group administrator is the *total* # of people registered and the *total* activity the group records.
- Click "next."

That's it! You're enrolled and ready to go!

**For more information, call Lois at (727) 824-6900, extension 11319. Get moving and have fun!**

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