



## MEDIA RELEASE

February 6, 2023

**Public Health Launches Health Initiative “A Healthier Kern – One Heart at a Time”**

Kern County Public Health is embarking on another year-long health education and awareness campaign for 2024 called A Healthier Kern - One Heart at a Time. This campaign will focus on the top ten health-related challenges and how educating and empowering people “one heart at a time” can help us build A HEALTHIER KERN.

In addition to the top ten health-related issues, we are partnering with people throughout the community, as well as Public Health staff members and highlighting the reasons they want to live a healthy lifestyle, in hopes of inspiring Kern County residents to live a healthier life. Community leaders that include David Couch, Chairman of the Kern County Board of Supervisors, Jim Damian, Kern County Chief Economic Development Officer, and Bakersfield Mayor Karen Goh share their stories and are featured on billboards, social media and public service announcements.

The journey to achieving good health is different for everyone and usually requires some motivation! Today we launch our campaign and challenge our residents with “who do you want to be healthy for in 2024?” Do you want more stamina to play with your kids or do you want the energy to take your fur-baby on his daily walk? We invite everyone to follow us on our social media pages and post their own stories about who they want to be healthy for in 2024 using #HealthierKern! To learn more, visit [www.kernpublichealth.com](http://www.kernpublichealth.com).

For more information or to schedule an interview please contact Michelle Corson at 661-868-0288 or [phpio@kerncounty.com](mailto:phpio@kerncounty.com).

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