P R E S S R E L E A S E

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FOR IMMEDIATE RELEASE

Local Health Shows Win National Award

Two television series produced by the Santa Barbara County Public Health Department in cooperation with the Santa Barbara Channels television station have been selected as Model Practices by the National Association of County and City Health Officials (NACCHO). *Healthy for Life* and *Una Vida Saludable* were among 41 health promotion practices in the US selected for the award. Examples from the shows and tips for producing health education television will be posted on the NACCHO website as a guide to health departments and others interested in creating health-related television programs.

*Healthy for Life* and *Una Vida Saludable* are half-hour health education shows broadcast in English and Spanish on community access and government stations throughout the county. Recent shows have addressed leading causes of death in Santa Barbara County, Alzheimer’s disease, oral health, and diabetes. “We try to address local health issues in an entertaining way,” explained executive producer, Scott McCann, director of health education with the Public Health Department. County health educators Fidel Villanueva and Susie Herrera co-produce the Spanish language shows. “Adding cooking and activity segments have made the shows more engaging and effective by modeling healthy behaviors,” McCann commented. “We’ve had dozens of calls complimenting the shows and asking for additional information. After seeing the show on AIDS prevention that featured a local woman with HIV, one caller said, ‘I cried while watching your show. That woman is so brave. Your show is a vital service to the community. Keep up the good work.’”

Public Health director Dr. Takashi Wada commented, ‘We are very proud of these shows and appreciate NACCHO’s recognition of their value. Television is a great medium for providing health information to large numbers of people at relatively low cost.’

The shows air daily on Cox channels 20 & 21 in southern Santa Barbara county, and on Comcast channels 23, 24 and 25 in central and north county. Check the broadcast schedules for specific show times. *Healthy for Life* and *Una Vida Saludable* are also available through the Public Health Department website at [http://countyofsbq.org/phd/healthed.aspx?id=20746](http://countyofsbq.org/phd/healthed.aspx?id=20746)

For more information call Scott McCann at 681-5270.
(see photo below)
Healthy for Life and Una Vida Saludable hosts (from left to right) Scott McCann, Susie Herrera, Fidel Villanueva and Rose Davis.

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