



**Contact:**

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**Role Model Campaign Press Conference**

- Location: Duryea Way Park, Stearns St., Springfield  
(Rain location: (Pioneer Valley Planning Commission, 60 Congress St., Springfield)
- Date: August 23, 2019
- Time: 11:30 AM - 12:30 PM



**MEDIA ADVISORY**

**Live Well Springfield Guess What I Did? Role Model Campaign Kick-Off**

**Who:** Live Well Springfield Coalition, Public Health Institute of Western Massachusetts

**What:** Resident Advocate Role Model Campaign

**Where:** Duryea Way Park, Stearns Square in Springfield

**When:** Friday, August 23, 2019, 11:30 AM

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Mayor Domenic J. Sarno, Springfield Department of Health and Human Services Commissioner Helen Caulton-Harris, City Councilors Jesse Lederman and Tracye Whitfield will join the Live Well Springfield Resident Advocates and member organizations for the kick-off of its "Guess What I Did" Resident Advocate Role Model Campaign.

The Guess What I Did? Campaign highlights the power we have as everyday people in making a difference in our community. We feature 6 experienced role models from across the city who truly believe in the power of leading by example. Over the next year, the coalition will tell the stories of their efforts to improve lighting, safe streets, and school food in Springfield.

Live Well Springfield, convened by the Public Health Institute of Western Massachusetts, brings together over 30 organizations working together to build and sustain a culture of health in Springfield that includes healthy eating, active living, the built environment, economic opportunity, housing and education. Live Well Springfield believes systemic change cannot happen without the residents that are most impacted by the issues.

The goal of the Guess What I Did? campaign is to raise awareness regarding the power and importance of having residents engaged in community change initiatives. The coalition invites other residents to see themselves as the next role model by joining the coalition's new Resident Advisory Council. The Resident Advisory Council will work under the Live Well Springfield coalition on issues

including; climate justice, childhood obesity, age-friendly communities, safe routes to school, tobacco prevention, complete streets, and food justice.

More details available at <http://www.livewellspringfield.org/guess-what-i-did-advocacy-campaign/>

### **Live Well Springfield Member Organizations**

Pioneer Valley Planning Commission, Way Finders, Mercy Medical Center/Trinity Health New England, MLK Family Services, Square One, Springfield Food Policy Council, Greater Springfield Senior Services, Springfield Department of Elder Affairs, Springfield Department of Health and Human Services, Springfield Department of Parks and Recreation, Springfield Department of Planning and Economic Development, Springfield Department of Housing, Springfield Housing Association, Pioneer Valley Transit Authority, Springfield Partners for Community Action, YMCA, Caring Health Center, Baystate Health Systems, Health New England, Gardening the Community, New North Citizen's Council, Springfield Public Schools, Springfield Cultural District, Develop Springfield, Massachusetts Department of Public Health, Pioneer Valley Riverfront Club, UMass Extension, Tufts University, and the Pioneer Valley Asthma Coalition.