

★ Prescription For A ★ Healthy Community



I, Louis S. Heuser M.D., this 31st day of January 2014, declare that my beloved city of Louisville will soon become the healthiest city in America. For decades, this city has been held captive by rampant chronic illness. We boast of a medical community that rivals the best in the nation, with the most powerful technology and the most intelligent leadership, yet disease still grows exponentially. This scourge cannot continue. Our economy is driven by the vibrancy of its citizenry yet we suffer terrible loss of productivity due to illness. Our community is unable to reach it's maximum potential as we continue to be imprisoned by chronic health problems. For our businesses and communities, this translates to staggering expense and lost opportunity.

Louisville is at the epicenter of four states, including our own, that dubiously share the rank of poorest health in the nation. Today, I ask for you to join me in the fight to end – once and for all – the unacceptable burden of an ever-expanding number of people living with preventable chronic disease. When we join forces and put prevention first, we can win this fight. As community leaders, let's challenge Louisville to become the healthiest city in America by the year 2020.

Heuser Health is committed to providing leadership to this movement and agrees to invest its resources to establishing the best preventative health center in the country. Together with the co-signatories below, we vow to lead the fight to end preventable disease and challenge our city to achieve the following by the Year 2020:

Reduce our Chances of Becoming Ill

The elimination of major chronic diseases from our city begins by tackling our most prominent risk factors. Our high level of tobacco use, our high calorie yet low nutrient diets and our ever more sedentary lifestyles, are all contributing to the dramatic escalation in obesity, heart disease and diabetes in Louisville. Over centuries, our community has developed a complex relationship with the food we eat and the health choices we make collectively. This relationship must be simplified.

We, The Co-Signers of this prescription, challenge Louisville to achieve the Heuser Health *Four Core Pillars of Health* ©:

- ✦ Eliminate smoking (and keep our next generation from smoking).
- ✦ Eliminate simple, refined sugar, corn syrup and their derivatives from our diet.
- ✦ Eliminate processed food, hydrogenated oils, and trans-fats from our food system and;
- ✦ Keep moving. Do not let friends or loved ones lead a sedentary life.

Heuser Health vows to work diligently to educate our citizens on the *Four Core Pillars of Health* © and will help mobilize this effort.

Engage and Connect our Communities

Our citizens cannot achieve optimal health in isolation. From Portland to Pleasure Ridge Park and from Fern Creek to Prospect, relationships define us. Our overall health is fundamentally connected to the warm, vibrant relationships we share with our loved ones, our neighborhoods and our connected friendships. The engagement of a diverse group of stakeholders; government officials, healthcare providers, businesses, faith-based organizations, and the media is needed to surround every citizen with relational support, appropriate green-space, access to healthy food, and easier access to preventative healthcare and fitness. Urgent attention is especially needed for residents in our inner city and in our more rural areas.

We, The Co-Signers of this prescription, challenge Louisville to make wellness a part of our lifestyle. We ask that every Louisville citizen bring a friend or a loved one and participate in a least one of our community health events. Heuser Health will work with the Mayor on expansion of these programs and services throughout the city.

Break the Generational Cycle of Illness

This generation has a choice. Our children may choose to be content with being labeled the first to live a shorter life span than their parents, or they can choose to live a healthier life with longer functional independence. The choice originates with education at the primary school level and presents an opportunity for many innovative medical and community partnerships.

We, The Co-Signers of this prescription, challenge Louisville to include new and inspiring preventative healthcare programs in every elementary school by 2017. Heuser Health will provide professional guidance and support to initiate a new movement in the schools to achieve preventative healthcare for all school age children.

Therefore, in official recognition of this citywide effort, we the undersigned do hereby proclaim to execute this Prescription for a Healthy Community with wholehearted dedication on this 31st day of January 2014.

LOUIS S. HEUSER, M.D.
CEO, Heuser Health

