



CITY OF ROCHESTER

OFFICE OF THE MAYOR

Proclamation

WHEREAS: *The prevalence for obesity, type 2 diabetes and heart disease has been linked to diet and can be greatly reduced and treated with a plant-based diet, according to many leading physicians; and*

WHEREAS: *More than 30 percent of K-12 students in Monroe County are overweight or obese; and it is predicted that two in five children (40 percent) and one in two (50 percent) of African-American and Hispanic children born after the year 2000 will develop type 2 diabetes in the Rochester/Monroe County area, as cited in NYS Department of Health statistics; and*

WHEREAS: *In Monroe County, 66 percent of adults are overweight or obese; at least 10 percent of all adults have diabetes (13 percent of those ages 35 and older), 32 percent have high blood pressure (41 percent of those ages 35 and older), and 33 percent have high cholesterol, based on statistics from the Monroe County Adult Health Survey (2012) and the NYS Health Department (2015); and*

WHEREAS: *With 33 percent of all deaths in the Monroe County area attributable to tobacco, physical inactivity and poor diet, one of the main health challenges in the City of Rochester and Monroe County is to encourage a transition to healthful eating habits, along with smoking cessation and increased physical activity; and*

WHEREAS: *The **Kickstart Your Health Rochester** initiative, sponsored by the Physicians Committee for Responsible Medicine (PCRM), empowers the residents of Rochester to improve their health and well-being with the support of involved local physicians working with Rochester Lifestyle Medicine, the University of Rochester Program for Nutrition in Medicine, the Rochester Academy of Medicine; as well as other groups such as Rochester on the Move, New Bethel CME Church and the Rochester Area Vegan Society (RAVS); and*

WHEREAS: *The city of Rochester encourages residents, businesses and health care professionals to participate in **Kickstart Your Health Rochester** workshops or events on healthy eating or to test-drive a plant-based diet. More than 475,000 viewers have completed the 21-day free healthy-eating online challenge since it was launched by PCRM in 2010; see details at <http://www.pcrm.org/health/diets/rochester/events>.*

NOW, THEREFORE, I, Lovely A. Warren, Mayor of the City of Rochester, New York, do hereby proclaim May 1 to 21, 2016, to be:

KICKSTART YOUR HEALTH ROCHESTER

In Witness Whereof, I have hereunto set my hand on this 11th day of April in the year 2016.

Signed:

A handwritten signature in blue ink that reads 'Lovely A. Warren'.

Mayor, Rochester, New York