



Department of Health  
Agency of Human Services



## Health Department Launches *Make Your Moment Now* Campaign

Stories, online resources and ‘Share Your Moment’ contest encourage Vermonters to eat healthier and be more physically active



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BURLINGTON – Sheila Leno does not like to run and is now a runner, likes to eat but now is careful about how much, and likes to sleep but still wakes up many mornings at 4:20 a.m. to attend a free fitness boot camp.

The result: Leno lost 73 pounds, and looks and feels like a new person. She’s one of four Vermonters who tell about the moment they decided to make healthier choices for themselves and their families as part of the Health Department’s new *Make Your Moment Now* campaign.

The campaign features TV and online ads, longer video stories, tools and resources on the Health Department’s website – and a *Share Your Moment* contest on Facebook.

“Many Vermonters are not aware they are at an unhealthy weight and don’t believe they have control over their health,” said Health Commissioner Harry Chen, MD. “Sheila Leno is one example of someone who took control of her health and weight, and we hope stories like hers will inspire others to eat healthier and be more physically active.”



“I can’t even explain how much better I feel,” Leno said. “I am more confident. I couldn’t even get on the floor and wrestle with my kids before, my knees hurt so bad, and now I can get down there and play. And I can keep up with them. I’ve finally found balance in my life.”

**To learn more** about *Make Your Moment Now*: [www.healthvermont.gov/mymoment](http://www.healthvermont.gov/mymoment).

**To enter** the *Share Your Moment Now* contest, go to the website or the Health Department’s Facebook page at [www.facebook.com/healthvermont](http://www.facebook.com/healthvermont), follow the prompts, and tell your story by Dec. 1 to be eligible for great giveaways. Whether or not you share your own story, vote for the story that most inspires. The five stories with the most votes will win a \$100 grocery store gift certificate.

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