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Dear Physician and Practice Manager:

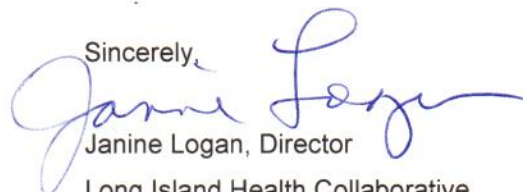
Please consider using the enclosed *Recommendation for Walking* slip when meeting with your patients this year. It's a public health initiative spearheaded by the Long Island Health Collaborative (LIHC) to encourage physical activity, among all age groups, in an effort to combat the region's escalating obesity rate and the chronic illnesses that come along with excess weight and a sedentary lifestyle. There is mounting scientific evidence that walking at any pace improves physical and mental health. We are asking everyone – ***Are You Ready, Feet?***



As indicated in the JAMA "Making Physical Activity Counseling a Priority in the Clinical Practice" article enclosed, research has shown that a person is more motivated to act when given a visual prompt, and when that prompt comes from a trusted healthcare professional, the odds that the desired behavior will occur increase substantially. It is one thing to suggest a patient should walk for exercise; it's another to give them a mock script that tells them where, how, when, and why to walk for exercise. Direct your patients to Long Island Health Collaborative's website — www.lihealthcollab.org for a list of walking paths, trails and other safe street improvements.

Your patients' walking success can be documented when they enter their minutes/miles walked into the Long Island Health Collaborative's interactive website— www.lihealthcollab.org. The walking portal keeps a log, congratulates walkers on hitting milestones, and offers a chance to compete for exciting prizes. There is even an option for the patient to print their walking record and return it to you on their next visit.

Enclosed is a supply of pads for the physicians in the practice. Slips can also be printed from our website. We hope that you will exhaust this supply quickly, and when you do, please call our office for more pads and we will ship them immediately.

Sincerely,

Janine Logan, Director
Long Island Health Collaborative

About the Long Island Health Collaborative

The collaborative is a voluntary coalition that includes all Long Island hospitals, the two county health departments, dozens of community-based organizations, academic institutions, health plans, among other partners all working together to improve the health of Long Islanders. The LIHC is part of the Long Island Population Health Improvement Program (LIPHIP), which is a New York State Department of Health grant-funded initiative designed to promote population health activities.