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Governor's Foundation Brings Neighborhoods Effort to Knoxville
Foundation and local leaders announce second urban program in the state

KNOXVILLE, Tenn. – The Governor's Foundation for Health and Wellness today expanded its Healthier Tennessee Neighborhoods™ initiative with the launch of the program in Knoxville. Three neighborhoods have been chosen as pilot communities that are now working towards the official "Healthier Tennessee Neighborhood" designation.

Burlington, Timbercrest, and Wesley Neighbors are convening residents to establish wellness councils and commit to developing and implementing a healthy-neighborhood plan.

"With Healthier Tennessee Communities efforts underway in nearly every county in Tennessee, we are excited to launch our second urban program in the state here in Knoxville," Governor's Foundation for Health and Wellness CEO Richard Johnson said. "This approach helps ensure that people in our state's metropolitan areas – in addition to those in small towns and rural counties – will have the opportunity to benefit from an on-going grassroots program aimed at improving the health of all Tennesseans," he added.

Additional Knoxville neighborhoods will join the program in the coming weeks, with a goal of establishing the initiative citywide by 2020.

"I commend the Governor's Foundation for Health and Wellness on this exciting endeavor to improve our community health at the neighborhood level," Mayor Madeline Rogero said. "We're all more inclined to participate when our peers do, and a great place to begin a healthier life is with our neighbors."

Knox County Health Department Director, Dr. Martha Buchanan; Crystal Washington, Senior VP of External Relations and Vendor Management, Scripps Networks Interactive; and representatives from participating neighborhoods offered remarks during the Thursday morning announcement event at the Regas Building in downtown Knoxville.

Healthier Tennessee encourages citizens of Knoxville neighborhoods across the city to join this local movement by emailing Knoxville@healthierTN.com.

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The Foundation launched the Healthier Tennessee Communities initiative in March 2015 with nine pilot communities. Today, more than 100 communities, neighborhoods, and campuses are engaged in the program, and 46 have already received the “Healthier Tennessee Community” designation.

More information about the program, including a list of participating cities and counties and other Healthier Tennessee initiatives, is available at healthierTN.com.

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About the Governor’s Foundation for Health and Wellness

The Governor's Foundation for Health and Wellness is a non-profit corporation dedicated to enabling and encouraging Tennesseans to lead healthier lives. Based in Nashville, the Foundation brings together a statewide coalition of employers, health insurers, hospital systems, local governments, school systems and healthcare-focused foundations and community organizations to effect positive, measurable change. The Foundation’s Healthier Tennessee initiative strives to increase the number of Tennesseans who are physically active for at least 30 minutes five times a week, promote a healthy diet, and reduce the number of people who use tobacco.