

**Healthiest Town in America  
2nd Annual Health Event  
Saturday – March 6th, 2010  
10am -2pm  
Oro Valley Marketplace -  
Tangerine and Oracle Road**



**Healthy businesses needed!  
Make a difference in your community!**



## The Healthiest Town in America Initiative



Oro Dental Medicine has dedicated itself to many community service volunteering efforts during the past 13 years. The most recent project has been its founding of the “Healthiest Town in America” initiative in Northwest Pima County.

Mayor Bob Walkup of Tucson and Former Surgeon General of the United States Dr. Richard Carmona are part of a nation wide movement to bring awareness to the epidemic that is diabetes and obesity especially in our young people. Drs Bob and Debbie Oro have accepted the challenge to spearhead this movement for better overall health in Northwest Pima County.

Starting in July of 2006 Drs. Oro have been formulating a plan to tackle these very difficult health issues. On 10/17/07 Drs. Oro presented their idea of the “Healthiest Town in America” initiative to the Oro Valley Town Council. It was very well received and Dr. Oro commenced to form a committee to bring the many facets of health care together.

Once the committee was formed it was his idea that these leaders in the community would be the role models to connect us to the rest of the folks in our community. The proposal is that each person agrees to 3 things:

1. Wear a pedometer
2. Track their daily activity
3. Agree to not gain weight for one year.

After a very successful launch on January 17<sup>th</sup>, 2009, we are excited to say that, once again, the Healthiest Town in America event will be at the Oro Valley Market Place. The 2<sup>nd</sup> annual event for the HTA initiative is scheduled for March 6th, 2010.

Drs Oro will be asking 150 “leaders” in our community to join our efforts by going to the HTA web site and documenting their participation. It is our hope that the folks in our community will be inspired by these champions and join us in our efforts to make the Northwest the “Healthiest Town in America.”

Contact:

Kathryn Dunn – 520.576.8031 or email [Kathrynjo5161@yahoo.com](mailto:Kathrynjo5161@yahoo.com)



## Committee Members:

\*Oro Dental Medicine-Robert J. Oro, DMD, Founder and Committee Chair

IdeaMagic visionary marketing – MJ Jensen

Dunn-Right Printing – Kathryn Dunn

\*HealthCare Communications – Brooke Martin

\* Northwest Medical Center/ Oro Valley-Shawn Strash, CEO

\*\*Town of Oro Valley, Parks and Rec -Ainsley Legner

\*Wellness Council of Arizona - Doug Adelberg / V. P. Lovitt and Touche' Inc.

\* Community Member-Charles Reeves

\*NW Family YMCA-Jane Bloomfield/Assistant Executive Director

\*University of Arizona-Scott Going/ Professor of Nutritional Sciences

\* \*University of Arizona-Erin Nurss, Miss Arizona - MPH Grad student

\* Denise Hart – Vestar/Oro Valley Marketplace



**Proposal: “The Healthiest Town in America”  
Presented by: Drs Bob and Debbie Oro of Oro Dental Medicine  
Oro Valley Town Council Meeting 10/17/07**



Health and healthcare has been a major issue in our country since 1992. There has been many ideas, organizations, private and governmental entities attempting to “fix” this issue. My concern is for our community. It has always been my feeling that health and healthcare is a very individualized and personal issue. To that end Deb and I have been working for the last 16 years to understand some of the basic needs to become healthier citizens and part of a healthier community.

The Chinese proverb states; “The longest journey starts with the first step.” When it comes to health and healthcare I feel this is the best place to start on our journey to becoming the “Healthiest Town in America.” It starts with the first step, literally and figuratively. It starts with the understanding that health “starts with me.” It is a personal responsibility and a responsibility to our community.

I am here tonight to advise the Council of some of the initial work we have done to try and take the first steps to better health and healthier communities. It is my hope that the steps we take will be ones others and other communities will want to emulate. More importantly my hope is that all of you who are my elected representatives, town officials, friends, and community members will realize how important your well being is to me, my wife, my family and the rest of the community. We need to step up and be the role models for not only the rest of the community but more importantly for our families and ourselves.

Health and healthcare need to be recognized as one of the pillars of “Our Community of Excellence.” I feel that communities that embrace this concept will be embracing the future. Whether we like it or not, “the good news is we are going to live to be 95, the bad news is we are going to live to be 95.” The only thing that will be more costly in time effort and dollars to not embracing the importance of good individual health is to not embrace it.

To paraphrase President John Kennedy: “Ask not what your community can do for your health but what you can do for the health of your community.”

Enjoy the Journey,  
Bob and Debbie Oro



**Healthiest Town in America  
2<sup>nd</sup> Annual Event  
Saturday – March 6th, 2010  
10am -2pm  
Oro Valley Marketplace**



**Sponsorships-**

**1. Title Sponsor – \$5,000 – (1 Only - SOLD)**

- \*Lead line on all advertising (i.e. “XYZ Business presents HTA”)
- Lead business in all advertising
- Lead business in all printed material and event program
- Lead business on event banner
- 2 Tents w/ tables / 4 chairs
- Introduce Corporate Sponsors
- 5 minute stage time prior to introduction (total = 40 minutes)
- Logo and feature on HTA web site

**2. Corporate Event Sponsors - \$1500 (10 only)**

- \*Logo on all advertising
- Logo on all printed material and event program
- Logo on event banner
- Tent w/ table / 2 chairs
- Introduce stage sponsor
- 5 minute stage time prior to introduction
- Logo and feature on HTA web site

**3. Stage sponsors - \$660 (10 only)**

- 2 payments - \$660 (1/2 at time of agreement / bal. by Feb 1, 2010)
- Full payment up front - \$600
- 15 minutes on stage for demos / kids activities / group activities
- Tent w/ table / 2 chairs
- Mention in all adv / print program
- Logo on HTA web site and link to business web site

**4. Easy up tent sponsors - \$330 (35)**

- 2 payments - \$330 (1/2 at time of agreement / bal. by Feb 1, 2010)
- Full payment up front - \$300
- Tent - 6' table / 2 chairs included
- Mention in printed program
- Mention on HTA web site and link to business website
- Only health related businesses are appropriate & invited
- Tent sponsors cannot compete with Oro Valley Marketplace



## Event Components



5k fun run/walk

Everyone that fills out a pledge form receives a free pedometer  
Several businesses will provide free pedometers

T- Shirts for sale

Jumping castle for kids under 5

Food / drinks

Volunteers

Fire Department –things to do for kids

Police department – Finger Printing for kids

Balloon Makers and Face Painters

Media Sponsor -

Water Sponsor needed to donate a 1,500 bottles

**Sponsors need to be setup by 9:00 AM and expect to stay until 3:00pm if necessary.  
No tear downs before 2:00pm.**

\*Approximate reach through advertising and marketing efforts will be close to 100,000 residents starting in October 2009 through January 2010.

Explorer –1- 1/2 page ad / prior to event / (reach is approx 50,000)

SaddleBrooke Progress – ½ page ad in January

SaddleBag Notes - insert in January / 5000 Homes

Sun City – inserts in January / 2700 Homes

Heritage Highlands – insert in January / 1200 Homes

NPCCC – insert in January / 700

Oro Valley Marketplace Website

Vestar advertising to their online registered users

HTA Website

Dr. Deb Oro's article in Explorer

Dr. Bob Oro's article in NW Star

Additional 6000 flyers to hit the community retail stores in the surrounding areas. All sponsors will be handing out at their locations as well as the shops at Oro Valley Marketplace.

**Contact Kathryn Dunn 520-576-8031 or email [kathrynjo5161@yahoo.com](mailto:kathrynjo5161@yahoo.com)**