

As you may have heard, **Madelia** is embarking on an effort to improve the health of local residents by *encouraging* them to drink healthy products rather than sugar-sweetened beverages.

This effort is a direct response to a community health survey conducted by the Madelia Community Hospital & Clinic, that identified the top three health concerns of local residents:

Obesity Cancer Diabetes

According to the Minnesota Department of Health statistics:

28 percent

of Watonwan County Adults are obese!

Cancer and diabetes rates are also higher than state averages.

- There is a direct link between the consumption of sugar-sweetened beverages and obesity, cancer and diabetes.
- People who consume sugary beverages daily have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks.

This effort is NOT an attempt to ban soda from the community.

It IS an effort to:

- Educate the community about the effects of drinking sugar-sweetened beverages on their health.
- Work with local organizations, businesses and individuals to voluntarily participate in the effort to increase healthy beverage consumption.
- Improve access to healthy beverage options in the community.



This effort is being led by the Madelia Community-Based Collaborative (MCBC), a local group comprised of volunteers including:

Madelia Community Hospital & Clinic
Glen Taylor Nursing Institute for Family & Society
Minnesota State University, Mankato Nursing Program
Watonwan County Vision for Families & Children

Tony Downs Foods
Madelia School District
Public Health
Luther Memorial Home

Madelia's most precious resource is our families. It is important that all of us work together to make sure that resource is as *healthy* as possible.

Community support for this project has been positive! If you have ideas for helping to make this project successful, or if your business would like to participate, feel free to contact Jodi Ulmen, Candace Fenske or Dona Rehome at 507.642.3255.