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**FOR IMMEDIATE RELEASE**

***Michigan Tribes Continue to Tackle Obesity With Ad Campaign***

*Michigan, U.S.*— Phase 2 of a media campaign urging Native Americans to get healthy for the ones they love launched January 1st in seven cities across Michigan. *What Moves You?*, features inspiring images of Native American parents exercising with their children, highlighting family responsibility and mentorship as motivation for being more physically active. The goal is to reduce the risk for chronic diseases while improving long-term health.

“My words to him every day are "You are my HERO!" Honestly he has been hitting the gym every day of the week and it has inspired me to be healthier. The more activities I can at least try to keep up with him, keeps our father son competition going,” said Billy McNamara, a parent featured in the campaign and a member of the Little Traverse Bay Band of Odawa Indians Tribe and Natural Resources Chairman.

Six federally recognized tribes and one urban American Indian agency in Michigan, will distribute campaign materials and build upon the success of year 1 of *What Moves You?*, to encourage their communities to continue being physically active: The Saginaw Chippewa Indian Tribe, The Nottawaseppi Huron Band of the Potawatomi, The Little Traverse Bay Bands of Odawa Indians, The Keweenaw Bay Indian Community, The Hannahville Indian Community, The Bay Mills Indian Community and American Indian Health and Family Services.

*What Moves You?* ads have rolled out in the Michigan cities where the participating tribes and health center are located, including Detroit, Mount Pleasant, Fulton, Grand Rapids, Wilson, Brimley, Sault Ste. Marie, Petoskey and Baraga. The ads appear online and locally on billboards, at convenience stores and in various publications.

The campaign website, [MoveMoreNow.org](http://MoveMoreNow.org), provides information about the benefits of exercise, outlines physical activity recommendations and highlights different types of activities to do year-round. It also includes local and online fitness resources.

*What Moves You?* is part of the Racial and Ethnic Approaches to Community Health (REACH)-*Journey to Wellness* initiative, a multi-year effort led by the Inter-Tribal Council of Michigan to improve the health and quality of life for Native Americans in Michigan. Research shows that over 65% of Native Americans in Michigan are overweight and obese.<sup>1</sup> “Promoting regular physical activity empowers those with disease to feel actively involved in their own treatment and encourages everyone to take personal responsibility for their own health,” said Cathy Edgerly, REACH Program Manager at the Inter-Tribal Council of Michigan.

The project is funded by the CDC and the U.S. Department of Health and Human Services.

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<sup>1</sup> Kaiser Family Foundation. *Overweight and Obesity Rates for Adults by Race/Ethnicity*. Retrieved from <http://kff.org/other/state-indicator/adult-overweightobesity-rate-by-re/>.