



## Ashland-Boyd County Health Department to Plant A.P.P.L.E. Seeds with New Program

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The Ashland-Boyd County Health Department, through the launch of A.P.P.L.E. Seeds, will soon expand the reach of its Appalachian Partnership for Positive Living and Eating (A.P.P.L.E.) program, which works to improve cardiovascular health in the community.

The A.P.P.L.E. Seeds *Microclinic*<sup>®</sup> will involve enrolling families in a 16-week class full of valuable nutrition education and physical activity in a social network context as it relates to chronic disease prevention and betterment of symptoms. The longevity of the positive outcomes will rest on the social connections made in class and as participants spread the “Good Health is Contagious” message.

Currently in its third year funded by a grant from the AstraZeneca HealthCare Foundation’s *Connections for Cardiovascular Health*<sup>SM</sup>, A.P.P.L.E. aims to promote healthy childhood and youth development by modifying behaviors contributing to obesity among children and their caregivers through a voluntary case management platform in Boyd and Greenup Counties, Kentucky.

### **About AstraZeneca HealthCare Foundation**

Established in 1993, the *AstraZeneca HealthCare Foundation* is a Delaware not-for-profit corporation and a 501(c)(3) entity organized for charitable purposes, including to promote public awareness of healthcare issues, to promote public education of medical knowledge and to support or contribute to charitable and qualified exempt organizations consistent with its charitable purpose. *Connections for Cardiovascular Health*<sup>SM</sup> was launched in 2010 through a charitable contribution of \$25 million from AstraZeneca.

### **About Microclinic<sup>®</sup> International**

Founded in 2005 by Daniel Zoughbie in honor of his grandmother who died of diabetes in Palestine, *Microclinic<sup>®</sup> International* is a not-for-profit development organization that seeks to revolutionize how deadly diseases are prevented and managed worldwide. Building on epidemiological evidence suggesting that healthy behaviors are transmittable across social networks, the Microclinic<sup>®</sup> Social Network Model leverages human relationships to address both non-infectious and infectious disease epidemics.

