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Personal Motor Vehicle Use Can Drop As Gas Prices Rise *Taking It To the Streets*

Fort Myers, Fla.—Lee County Health Department employees are participating in a regional campaign to reduce their carbon footprint and get healthier by using alternate transportation sources during the next 10 days.

“The timing of the Taking It To the Streets campaign couldn’t be better with the jump in gas prices,” said Health Department Director Dr. Judith Hartner. “People are already thinking of how they can change their commute to save gas money.” She inspired an employee competition between the six department sites as part of the campaign.

Taking It To the Streets involves five counties and numerous organizations taking steps to alter their commuting and driving habits beginning today and running through April 23, 2011. Individuals can walk, bike, bus or share-a-ride to change their commute, then track the miles to determine the savings.

“Any change made to a person’s current commute counts,” said Hartner. “Any change that saves personal vehicle miles, including part of a commute, contributes toward a healthier southwest Florida.”

At least a dozen health department employees plan to participate in the program. The tracking of miles saved is being conducted by Commuter Services via their website.

The Lee County Health Department is an active member of the Fit Friendly SWFL campaign to create and sustain a community culture of healthier lifestyles and reduce the risk factors associated with chronic disease. Being physically active as well as reducing the carbon footprint are both part of creating a healthier lifestyle.

Anyone interested in participating in the Taking It To the Streets campaign can join by logging onto the website <http://triptrack.commuterservicesfl.com/Florida/TDMLogOut.jsp> and registering. Registered individuals log their changed commute daily, and the website tabulates the savings.

For information about Fit Friendly SWFL email FitFriendlySWFL@doh.state.fl.us or call 332-9561.

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