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DOH Launches Chronic Disease Prevention Initiation in Leon, Hillsborough, and Palm Beach Counties



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Hillsborough County, Fla. — The Florida Department of Health is expanding its commitment to helping residents live healthier lives through its *Healthier You* initiative. As part of this mission, the Department has launched a new effort focused on chronic disease prevention, providing eligible residents of Leon, Hillsborough, and Palm Beach counties with a fully funded WeightWatchers® membership for up to one full year. This program is sponsored and paid for by the Department.

Healthier You is a statewide initiative designed to empower Floridians with the knowledge and tools to improve their overall well-being. This initiative provides an opportunity for participants to take proactive steps toward building sustainable habits and enhancing their quality of life.

Eligibility to Participate

- Must be a resident of Leon, Hillsborough, or Palm Beach counties
- Must have a body mass index (BMI) of 25 or greater
- Must be 18 years of age or older

Eligible participants can select a membership option that fits best for their participation level. Either a WeightWatchers® Core Membership (virtual only) or a WeightWatchers® Premium Membership (with virtual and in-person options to engage). Membership includes access to:

- Nutritious eating plans, recipes, and meal-planning tools
- Physical activity trackers and on-demand workouts for all activity levels
- 24/7 coaching support and networking with others who share goals

Adopting a healthy lifestyle can improve energy levels, sleep habits, self-esteem, psychological health, and health care costs. Prioritizing nutritional needs and increasing physical activity can reduce the risk of developing chronic health conditions, such as heart disease, diabetes, stroke, and certain cancers.

“Taking small, positive steps every day is a sure path to a healthier you,” said **State Surgeon General Dr. Joseph A. Ladapo**. “This partnership provides Floridians with the tools and support to take charge of their well-being. By focusing on balance, nutrition, and movement, we can build a stronger, healthier Florida.”

To learn more about the pilot program and to sign up for the membership, visit FloridaHealth.gov/WW.

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About the Florida Department of Health

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