ALL ACROSS THE NATION we are beginning to WAKE UP to the importance of psychological interventions in curtailing chronic health conditions such as cancer, heart disease, diabetes, etc.

The HEADS UP project reinforces the message in the Mayor’s Healthy Hometown Movement, with its focus on the development of healthy behaviors, and is already garnering NATIONAL ATTENTION.

These programs place Kentucky as a leader among states in effectively communicating to its citizens, especially its children, the health issues of our time.

CONTACT: Nancy Gordon Moore, Ph.D., Executive Director, www.kpa.org, headsup@kpa.org, 502.894.4473
Kentucky Psychological Association Foundation

Talking about HEALTHY LIVING

“HEADS UP Kentucky! Psychology Promotes Healthy Living” is an innovative campaign to engage the community in dialogue about healthier living and the critical roles played by psychological components (behavior and emotions) in OVERALL HEALTH and WELLNESS.

Following a challenge by the Centers for Disease Control and Prevention to “market health effectively just like corporations market their products and images,” KPAF (Kentucky Psychological Association Foundation) has created the HEADS UP Kentucky project as a way to capture the attention of the public and introduce them to important health concepts.

Drawing upon community excitement about public art projects like “Gallopalooza,” KPAF will pair consumer information with commissioned public art, in the form of artistically transformed fiberglass “heads.” The artistic “heads” will be seen across Metro Louisville this Summer, and will sit atop 4 foot tall pedestals, which will serve as a display for consumer information about how PSYCHOLOGY can help people to live longer, healthier lives.

TOPICS to be covered include: psychological aspects of obesity and weight control; psychological components in the treatment and prevention of diabetes, heart disease, cancer and chronic pain; stress and stress management; psychological benefits of exercise; the role of sleep in health maintenance; health benefits of forgiveness, and more.

The HEADS UP project will also provide health information in a “kid-friendly” manner so that students throughout Jefferson County Public Schools will be engaged and stimulated by what PSYCHOLOGY can mean for them. KPAF is partnering with the Health Promotion Schools of Excellence and JCPS to develop curriculum consistent with the KY Dept. of Education’s Coordinated School Health Initiative for the Fall of 2005.

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HEADS UP in the COMMUNITY

Larger-than-life fiberglass heads, from an original design by Louisville sculptor Tom Pfannerstill, will be creatively transformed into exciting PUBLIC ART by professional artists. Only the BEST DESIGNS will be chosen through a juried* COMPETITION for HEADS UP, resulting in exciting new additions to the Louisville art landscape.

Heads Up Kentucky!
Photographs from the Project

From top left: Artist Tom Pfannerstill working on the clay model; Dramatic photo of the Head during fiberglass mold production; Details of prototype Head by Louisville painter David O. Schuster titled: “Duality.” (photographs by Geoff Carr)

*JURY includes: Peter Morrin (Speed Art Museum), Arturo Sandoval (UK Dept. of Fine Arts), John Begley (UofL Hite Institute Gallery), Sue Reed (Swanson Reed Contemporary) and Elizabeth Kramer (LEO Magazine)

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EDUCATION + PREVENTION = GOOD $EN$E

“The United States is facing a health epidemic of unparalleled proportion,” says the Centers for Disease Control and Prevention. HEADS UP provides consumers with information to help them make healthier choices.

• Health care spending is on the rise, escalating from an average cost of $1,066 per American in 1980 to $5,035 in 2001.
• The New York Times reported that “workplace stress costs the nation more than $300 billion each year” in health care, missed work and stress reduction efforts geared to keep productivity high.
• Research has demonstrated that STRESS and other negative emotions have a significant role in the development of chronic illnesses like diabetes, heart disease, cancer, and stroke. These are among the major chronic illnesses that cause two-thirds of all deaths in the US each year.
• Disability from chronic disease affects more than 125 million Americans, or 1 of every 10 US citizens. In Kentucky, the figures are worse: census figures indicate 20% of the state’s population is considered disabled.

The effect of STRESS on the job...

A Finnish study found that workers in downsizing firms were more likely to use more sick time and have higher rates of heart disease, compared to stable firms.

<table>
<thead>
<tr>
<th>Companies Undergoing:</th>
<th>SICK TIME (4 or more days)</th>
<th>Number of absences beyond those in stable firms, per 100 workers.</th>
<th>HEART DISEASE</th>
<th>Rate at which disease incidence increased beyond those in stable firms.</th>
</tr>
</thead>
<tbody>
<tr>
<td>MINOR DOWNSIZING</td>
<td>8</td>
<td></td>
<td>1.5 times</td>
<td></td>
</tr>
<tr>
<td>MAJOR DOWNSIZING</td>
<td>18</td>
<td></td>
<td>2 times</td>
<td></td>
</tr>
</tbody>
</table>


If we are serious about improving the health and quality of life of Americans AND keeping our health care budget under control... we cannot afford to ignore the power of prevention.

US Department of Health and Human Services

CONTACT: Nancy Gordon Moore, Ph.D., Executive Director, headsup@kpa.org, 502.894.4473
FUN HEALTH EDUCATION for KIDS

Working in collaboration with the HEALTH PROMOTION SCHOOLS of EXCELLENCE and the Jefferson County Public Schools, “HEADS UP for KIDS: SECRETS of the Mind-Body Connection” will bring a targeted health education program to children in grades K-5.

Using a traveling photographic display of the heads and the health content to capture their imagination, HEADS UP will help kids understand the SECRETS of how MIND and BODY can work together to be healthier. The curriculum will feature hands on learning and opportunities for creative expression. A pilot study is slated for Fall 2005, and expansion of the curriculum across the state is planned for 2006.

and HELPING KIDS at KOSAIR

Funds raised through the AUCTION of the “heads” will be used to develop and equip a state-of-the-art psychological COPING RESOURCE ROOM and “mobile coping cart” at KOSAIR Children’s Hospital. The multimedia equipment will help MEDICALLY ILL children, adolescents and their families understand their medical condition, learn to apply active COPING strategies, and increase their cooperation, participation and adjustment to their illness/injury and treatment. Research in Child Health Psychology has shown that active teaching of coping and compliance skills can assist pediatric patients and their families in:

- Improved management of the pain, anxiety and distress associated with traumatizing medical disorders and procedures;
- Reduction of possible over-reliance on pain medications
- Improved patient and caregiver adherence to the often complex and overwhelming treatments and lifestyle modifications associated with chronic and life-threatening illness and injury;
- An overall enhanced adjustment to their illness, with a corresponding improved response to treatment and recovery;
- Possible reduction in health care utilization.

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Kentucky Psychological Association Foundation

Invitation for MEDIA coverage and/or SPONSORSHIP

Be AHEAD of the CROWD

A LIMITED NUMBER of heads will be available for sponsorship.
Act quickly to reserve your HEADS UP sponsorship now!

Heads Up Sponsor  $3000
Benefits include: Name listed on most promotional materials including website, printed brochures, traveling display and Kosair Resource Room; Design to be assigned by random draw from the pool of juried designs remaining after selections by higher level sponsors, with right to purchase head outright for $2000 (otherwise it goes to auction); Letter from KPA Foundation acknowledging support for community health education; Two tickets for both the Preview Party and Gala Auction.

Headliner  $5000
Benefits include: Organization name displayed on all promotional materials, including Heads Up website, advertising, printed brochures, traveling display and Kosair Resource Room; Third round selection from pool of juried designs and entitled to keep the head (may donate back for auction); Letter from KPA Foundation recognizing significant support for community health education; Four tickets for both the Preview Party and Gala Auction.

Head of the Class  $10,000
Benefits include: Logo and organization name displayed in large font on all promotional materials, including printed brochures, advertising, Heads Up website, traveling display and Kosair Resource Room. Website link to own site; Second round of selection from pool of juried designs and entitled to keep the head (may donate back for auction); Certificate from KPA Foundation recognizing significant community involvement in supporting health education; Table of 8 for both the Preview Party and Gala Auction.

Head Honcho  $25,000
Benefits include: Logo and name prominently displayed adjacent to “Heads Up” title on all promotional materials, including printed brochures, advertising, Heads Up website, traveling display and Kosair Resource Room; Website link to own site; First round selection from pool of juried designs and entitled to keep the head (may donate back for auction); Presentation of plaque from KPA Foundation recognizing outstanding community involvement in supporting health education; Two tables of 8 for both the Preview Party and Gala Auction.

A list of all sponsors will be displayed on each pedestal. All sponsors will have their name, along with the title and artist’s name, listed on an identifying plaque attached to the pedestal.

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HEADS UP Timeline

<table>
<thead>
<tr>
<th>Call to Artists</th>
<th>Jury Selection</th>
<th>Preview Party</th>
<th>Auction</th>
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<tbody>
<tr>
<td>JAN 2005</td>
<td>FEB 1</td>
<td>MAR 24</td>
<td>JUNE 10</td>
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<td>Sponsor Sign-Up</td>
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<td>Heads on Display</td>
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CURRENT SPONSORS and COLLABORATIVE PARTNERS

Seven Counties Services

Beeline Courier Service

Metro Louisville Public Health Department

Department of Psychological and Brain Sciences, University of Louisville

American Psychological Association

Kentucky Museum of Art + Craft

Kosair Children’s Hospital

Wild Oats Natural Marketplace

Wiltshire Pantry

Health Promotion Schools of Excellence

Jefferson County Public Schools

CONTACT: Nancy Gordon Moore, Ph.D., Executive Director, headsup@kpa.org, 502.894.4473
FROM THE CEO

Heads up!

Many of you know that I visit as many state psychological associations and academic psychology departments as my schedule allows. It affords me the opportunity to have more personal contact with our members and to learn about the remarkable work they are doing. Every now and then I come across an activity that I just can’t keep to myself. Last fall I visited the University of Louisville and the Kentucky Psychological Association (KPA). The KPA Foundation has undertaken a project that is very consistent with APA President Dr. Ronald Levant’s goal of “making psychology a household word” and one of my points of emphasis to increase the influence of psychology on the world.

Heads Up Kentucky!

This innovative project is called “Heads Up Kentucky!” and is the brainchild of KPA Executive Director Dr. Nancy Gordon Moore. The project is modeled on the hugely popular public art projects seen in many cities, featuring creatively decorated fiberglass animals such as the Chicago’s “Cows,” Washington, D.C.’s “PandaMania” and Cincinnati’s “Pigs On Parade.” Heads Up Kentucky! will feature approximately 50 larger-than-life fiberglass head sculptures, to be displayed at strategic locations across the Metro Louisville community. Artists will be invited to paint and otherwise embellish the heads in some fashion related to the theme to transform them into art. Each head will sit atop a nearly 4-foot pedestal, which will also serve as a display stand for health information, with a poster on each side covering one of 20 topic areas. A prototype of one of the heads is depicted above, along with Dr. Dennis Molfese, chair of the department of psychological and brain sciences at the University of Louisville and chair of KPA’s Academic Committee.

The need and the message

The principal objective of Heads Up Kentucky! is not simply to provide interesting pieces of art for the streets of Louisville. It is designed to increase the public’s understanding of factors affecting the health and mental health. For example, some of the posters address the fact that most of the leading causes of death, illness, doctor visits, absenteeism from work, and other health concerns are in large part linked to behavioral, psychological, emotional and social factors. Heads Up Kentucky! is a dramatic and creative way of reaching the public with these and other messages. As noted, on the sides of each 4-foot pedestal on which the heads sit will be a poster outlining health information for the public using easy-to-read bullet points and graphics.

Here are some topics that will be covered:

- Psychological components of improved functioning for those with heart disease, cancer, diabetes, obesity and other chronic illnesses.
- Understanding stress, its impact on the immune system and stress-management techniques.
- Psychological benefits of exercise.
- Warning signs of teen suicide.
- Handling work stress and work conflicts.

Other topics include the importance of early childhood stimulation; the role of sleep in overall health; successful aging; the impact and treatment of substance abuse; effective discipline for caring parents; and the health benefits of forgiveness.

According to Dr. Nancy Gordon Moore, the Heads Up project was developed in response to a challenge from the Centers for Disease Control and Prevention to develop novel communication strategies to reach the public with health messages. “She states that “by building on the immense community-wide appeal of accessible public art projects, Heads Up Kentucky!” will reach both individuals interested in health and those who are simply drawn to see the art.”

Future plans include creating a traveling exhibit using photographs of the heads and the accompanying educational material for Kentucky psychologists to use in programs at schools, campuses, museums and public libraries across the state. For more information, visit the KPA Web site at www.kpa.org.