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Nebraska's Department of Health and Human Services Announces Launch of TUNE Project

State Tackles Important Issue for Young Women by Combining Wellness Messages and Music

Lincoln, NE – The Nebraska Department of Health and Human Services (NDHHS) is announcing the launch of the TUNE project, its first ever interactive health and wellness program aimed at helping young women make better choices and live healthier lives through music.

Nebraska is one of 13 states to receive a federal grant to develop an information campaign for women and men that will help them prepare for their future role as parents. The TUNE project is intended to motivate young adults to take control of their lives and futures by making positive choices.

“Our goal with the TUNE project is to use music to empower young women to choose a healthy lifestyle early on in their lives,” said Dr. Joann Schaefer, Chief Medical Officer and Director of Public Health. “The project includes a number of interactive and engaging elements to reach this group of women including: a custom Web site—tunemylife.org, social channels, downloadable songs, events and concerts. All components of TUNE will tie in health information and messages.”

The TUNE music was selected through a contest that received more than 150 submissions of original songs and poetry. Eight finalists were chosen to be featured at tunemylife.org. TUNE artists will also participate at concerts and events throughout the state in 2010.

For more information about TUNE, please visit www.tunemylife.org or for our media kit visit: <http://www.tunemylife.org/media/>.

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For specific questions regarding the TUNE project, contact Marla Augustine with DHHS at (402) 471-4047. For more information about the TUNE artists, contact Scott Rutz with Bailey Lauerman at (402) 479-0290.