



STATE OF WASHINGTON
DEPARTMENT OF HEALTH
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August 15, 2024

Dear Tribal Leaders, Partners & Professionals:

Subject: Informative – Launch of *Be Well WA* Initiative

The Washington State Department of Health (WA-DOH) is excited to share that we are in the initial stages of launching a state-wide, multi-faceted initiative aimed at improving the health and well-being of all Washingtonians – the *Be Well WA* initiative.

In accordance with chapter 43.376 RCW, the Washington State Centennial Accord of 1989, and the WA-DOH Consultation and Collaboration Procedure, we are excited to share information about this important initiative with you.

In August of 2022, the WA-DOH launched our landmark *Transformational Plan: A Vision for Health in Washington State*, with five transformational priorities. The first of these priorities, Health & Wellness, embodies our vision that all Washingtonians have the opportunity to attain their full potential of physical, mental, and social well-being. A key strategy for achieving this vision is the promotion of a broad range of initiatives that support pro-health and wellness behaviors. That’s why just shy of two years of releasing the Transformational Plan, we launched our signature *Be Well WA* with a simple but ambitious goal: to help everyone in Washington live healthy lives and make positive changes in our everyday activities, our families, and our communities.

We believe in a systems approach to nurture good health. We know that each of us has a part to play in moving more, nourishing ourselves better, caring for our emotional needs, and our relations and connections with each other. This is why *Be Well WA* focuses on four pillars: 1) Movement, 2) Nourishment, 3) Emotional Well-Being, and 4) Social Connection. The motto of our campaign is simple: “*Find Your Apple*”. We are hopeful people across Washington can do simple – but important – things every single day that will promote their health and wellness and that of others around them.

Additional information is forthcoming on how we will actively seek your collaboration as we further develop, grow, and sustain *Be Well WA*. We see this initiative as being a holistic one that promotes health, hope, and healing for all people in our state.

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Any initial input, questions, or concerns that Tribal leaders, partners, and professionals wish to share, including what impact the *Be Well WA* initiative may have on Tribes, American Indian/Alaska Native people, Indian Health Programs, or Urban Indian Health Organizations can be directed toward the Executive Director, Office of Tribal Public Health and Relations (OTPHR), Candice Wilson, at 360-819-7626 or Candice.Wilson@doh.wa.gov.

We look forward to working with you on *Be Well WA* and appreciate all your support in promoting the health and well-being of people in communities across Washington.

Thank you.

Best,



Umair A. Shah, MD, MPH
Secretary of Health
Washington

cc: Les Becker, Chief, Office of Innovation & Technology, WA-DOH
Virginia Burchett, Program Director, Be Well WA, WA-DOH
Kristopher Holiday, Chief, Office of Strategic Partnerships, WA-DOH
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