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## **WCM-Q's Your Health First campaign and QGB sign MoU**

Sahtak Awalan - Your Health First, the public health campaign of Weill Cornell Medicine-Qatar (WCM-Q), has signed a Memorandum of Understanding with the Green Life initiative of Qatar Green Building Council (QGBC).

Your Health First and Green Life will work together to raise awareness of the impact of the built environment on public health, promote sustainable health and environmental practices, and collaborate on joint research projects to better understand the link between the environment and good health.

The five-year Memorandum of Understanding was signed by Engineer Meshal Al Shamari, QGBC Director, and Nesreen Al-Rifai, WCM-Q's Chief Communications officer, at the Qatar Green Buildings Conference, which was held at Qatar National Convention Center during Qatar Sustainability Week.

"We are delighted to be partnering with Sahtak Awalan as it is fully in line with the objectives of our newly launched Green Life initiative," said Al Shamari, commenting on this collaboration. "The Green Life is world's first sustainability loyalty program, which is designed to help people consider sustainability as a lifestyle and to show them that a few little changes can make a huge impact."

"Together with Sahatak Awalan, we will have numerous activities across the country in the near future to spread awareness and help residents achieve healthier lifestyles and environments," he added.

Your Health First initiatives such as Project Greenhouse, has gifted greenhouses and seeds to 82 elementary schools in Qatar, giving thousands of children the chance to grow and eat their own fresh and nutritious vegetables and herbs.

"Your Health First and Green Life share a deep commitment to sustainable health that is intrinsically linked to respect for our environment. If we care for our environment, it will care for us by providing fresh, organic fruits and vegetables to nourish us and our young people," said Al-Rifai. "With this MoU we will be able to work collaboratively to create projects that encourage appreciation of fresh, healthy produce while simultaneously underlining the importance of sustainability to safeguard the environment for future generations."

Another initiative modified the environment of the canteens with bright colors and strong branding that promoted the benefits of good health and encouraged children to make healthy food choices. Additionally, the Your Health First Yalla Natural initiative



uses a traveling roadshow to bring the benefits of eating fresh, natural produce and exercising regularly to the community at public events across Qatar.

Sahtak Awalan – Your Health First is an innovative, integrated public health campaign that aims to promote and facilitate healthy lifestyles across the whole of the community, with a special emphasis on young people.

For the full story, please [click here](#).

