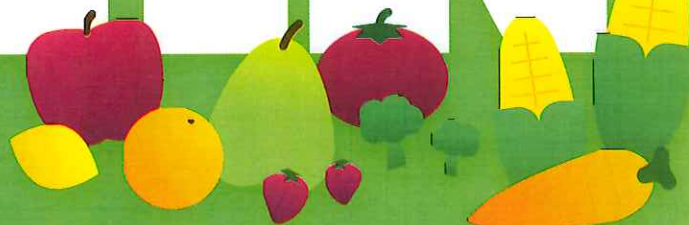
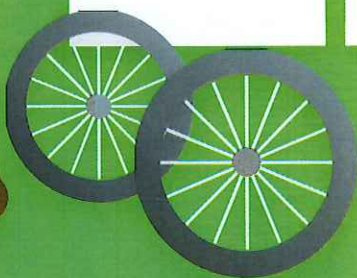
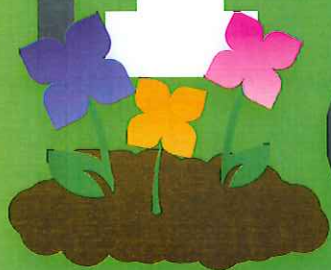


*Fit Kids*

# 2020 PLAN



*Making Kane County*

*Fit for Kids*

[www.MakingKaneFitForKids.org](http://www.MakingKaneFitForKids.org)



# Executive Summary

Most communities in this nation are faced with the problem of childhood obesity; Kane County is no different. While there are many policies that can be changed on the national and state level, this plan is intended to guide our efforts here on the local level.

**This plan was developed by Kane County Residents for Kane County Residents.**

- The purpose of this document is to provide a strategic framework that will guide our actions so that we will reverse the toll of childhood obesity in our children by the year 2020.
- We have heard the alarming projections that children born today may live shorter, less healthy lives than

their parents and grandparents! How is this possible? Simply put, too many of our children are overweight and, without intervention, they will grow into overweight or obese adults. Across Kane County, 1 out of 5 kids is overweight. In some Kane communities that number is an even more alarming 1 out of 3! As these children get older they are more likely to be stricken with diabetes, bone and joint problems, heart disease, and other serious health problems.

- As you know, we have decided not to accept this future for our children and together we have created the Making Kane County Fit for Kids campaign. The strategies contained within this plan will guide our activities over the next decade.

## Development of the Fit Kids 2020 Plan

The Making Kane County Fit for Kids (FFK) campaign was launched in 2008 with a Leadership Summit attended by more than 100 executive leaders from Kane County municipalities, school districts, park districts, businesses, the faith community, health care providers, health and social service agencies, as well as local and state elected officials. The Leadership Summit provided participants with an in-depth briefing on the childhood obesity epidemic and called for a sustained, county-wide mobilization through implementation of 4 strategic action principles that go to the heart of the systems, policy and environmental changes needed to reverse the epidemic:

- 1) Providing parents and children with reliable, up-to-date information in multiple settings regarding healthy physical activity and eating habits;**
- 2) Supporting a culture of wellness and health promotion in our workplaces, schools and other institutions;**
- 3) Develop land use, planning and other public policies that foster and support physical activity for all in our community;**
- 4) Assure that fresh fruits and vegetables are affordable and accessible to all families in our community.**

Following the Summit, a public-private partnership, the "FFK Funders' Consortium", was established with several county departments, the Community Foundation of the Fox River Valley and the United Way of Elgin. By combining forces, these partners believe they can most efficiently and effectively raise and disperse funds to support the comprehensive, coordinated, community-based initiatives needed to make Kane County Fit for Kids. As of January of 2011, the Funders' Consortium

has raised over \$200,000 to support local efforts to reverse obesity rates in the community. These funds have been, and will continue to be, made available to community organizations and coalitions that implement strategies consistent with the FFK goals.

To support the Fit for Kids effort, Kane County applied for and received one of the Robert Wood Johnson Foundation's Healthy Kids, Healthy Communities grants. This four-year \$360,000 grant has enhanced the campaign's efforts. In February 2010, Kane County hosted a Future Search Conference focused on childhood obesity. This conference was called the Fit Kids 2020 Leadership Summit. Over a hundred leaders came together for a day and one-half and held focused conversations about the things that have led to the childhood obesity issue, the present state of the problem and what needs to happen in the future to reverse this trend. The goal was to capture the thoughts and ideas from many different arenas in the County so that the health of the Kane County community, both children and adults, can become a key factor in all phases of County planning and action. As a follow up to this summit, work began on the Fit Kids 2020 Plan. Nine sector-specific Fit Kids 2020 workgroups have worked to create this written set of policy level strategies and action steps. Each strategy will make improvements that create an environment of health for our children by the year 2020.

This document represents the work of over 80 community stakeholders, meeting over the past 6 months, contributing well over 1,000 hours of volunteer time to produce the Fit Kids 2020 Plan. Workgroups dedicated their time to researching, meeting and discussing potential strategies and action steps. This process shows the investment and dedication of the participants in the future of Kane County and its residents.



## Below is a summary of common themes identified by the work groups

### 1) Community Gardens

Improving access to fresh fruits and vegetables through increased gardening was identified in several of the sectors' strategies. Efforts to support local and community gardens increase a sense of community, provide productive use for underused land and help children understand where their food comes from.

### 2) Healthy Food Policy

There are many facets to food policy that impact everything from where we obtain our food, to how much we pay for it, where and what food we make available and who has access to it. Special attention must be given to the underserved and food-insecure communities to assure that everyone has access to fresh, healthy food.

### 3) Walk to School Initiatives

Experts agree that physical activity that was a normal part of our daily lives in the past has been reduced dramatically due to our dependence on vehicles. Efforts to get children actively moving to and from school help develop healthier children and better learners. Several strategies in this plan call for an increase in walk-to-school initiatives.

### 4) Workplace Wellness

Containing healthcare costs and reducing preventable illness are excellent reasons to promote workplace wellness programs. An equally important reason is that our children learn from what they see and are exposed to at home. If parents are encouraged to practice healthy habits, they are more likely to create a healthy environment in the home for the child.

### 5) Formal Networks and Partnerships

The process of developing these strategies pointed out to the work groups the value of working together. Formal collaboration among groups is identified in many strategies as a way to leverage existing resources. Additionally, joint efforts to secure outside funding provide increased opportunity to support the Fit Kids 2020 goals.

### 6) Land-Use Policy

Decisions concerning how we use choose to use our land have a tremendous impact on the health and safety of our residents. They affect what food is available and where people are comfortable being physically active.

### 7) Support of Breastfeeding

Supporting a mother's ability to breastfeed a child has numerous positive effects on the health of both mother and child. Hospitals and workplaces that actively support breast feeding are doing a tremendous service to the health of our younger generations.

### 8) Locally Grown Foods

Encouraging local food production helps the local economy, reduces shipping costs and provides fresh healthy produce to citizens.

### 9) Assessment & Evaluation

There is a great deal more that needs to be learned about the food and physical activity systems within Kane County. The work groups acknowledged that continuing assessment and thoughtful evaluation of interventions must occur to assure success.

### 10) Child-friendly Trails & Maps

Creating safe environments where children are encouraged to actively move about is critical to having a healthy community. Several work groups included reference to formally promoting efforts to encourage kids to walk and ride bikes.

### 11) Marketing of Making Kane County Fit for Kids

Encouraging more and more stakeholders to get involved in this plan will require efforts to spread the word about the Fit Kids 2020 Plan. Organizations, families, and individuals that implement the strategies outlined in this plan should also promote the initiative to their peers. This will contribute to the cultural shift that is required to reverse obesity in Kane County.

## Sector Specific Work Groups



**Built & Natural Environment**



**Economic Strength**



**Faith Community**



**Family, Culture & Community**



**Food Policy**



**Healthcare & Medicine**



**Mobility**



**Recreation & Lifestyle**



**Schools & Education**

Together, we will design and make our parks, streets, neighborhoods and schools Fit for Kids by making them safe and ready for kids to walk, bike and play. We will make meals and snacks Fit for Kids by increasing access to fresh, healthy fruits and vegetables for all families through school and child care programs, farmers' markets, gardens and neighborhood groceries. We will make our homes, faith communities, schools, recreation programs and workplaces "Fit for Kids" by shifting our culture to promote health and wellness every day, in ways both big and small.

***Together, we will Make Kane County Fit for Kids***

[www.makingkanefitforkids.org](http://www.makingkanefitforkids.org)



## KEY CHALLENGES

Each district in the county is different and faces different challenges. Even schools within the same district face different problems than other schools within the same district. Common challenges within schools are lack of funding and lack of support from school staff and parents. Schools in the county will have to find ways to incorporate more physical activity time into their daily schedule as well as make the food choices offered to students and staff during breakfast, lunch and in vending machines more healthy. School curriculum will have to be altered to include more health education in all subjects, not only health class. School officials will have to work year-by-year to make sure programs are actually benefiting the students and faculty and overall health is improving. Parents/guardians will have to get fully involved in the process so students will be surrounded by healthy decisions in school as well as around the home.

## STRATEGIES

### Strategy #1

#### **Increase opportunities for physical activity during the day**

This strategy will identify opportunities for students to be physically active at school, including physical education class, the classroom, afterschool programs, and recess. This strategy also includes identifying activities for overweight students to participate in and increasing the number of students who walk to school.

- a) Research barriers to physical activity.
- b) Provide all students in kindergarten through grade 12 with daily physical education, with no substitutions allowed for participation in other courses or activities.
- c) Have students dress for PE everyday.
- d) Make PE classes more active by including non-traditional activities:
  - Example: Filmore Middle School in California includes skateboarding in PE
  - Example: The PE staff at Equestrian Trails Elementary School in Florida designed a yearly plan of instruction using physical activity and fitness components as the primary foundation for its curriculum. The curriculum teaches students the basic skills of several movement forms, including team, dual, and individual sports, and dance.
- e) Provide physical education instruction based on a sequential curriculum that is consistent with state physical education standards and the National Standards for Physical Education.

## PROFILE

The Schools & Education work group included a wide cross-section of educators and administrators. Representatives included professionals from local Universities, the AmeriCorps program and staff from many of Kane County's schools. Areas of expertise included health promotion, physical activity, nutrition, communications and mental health. Members of the work group reached back into their schools and solicited input from many other stakeholders to create the strategies listed here.

- f) Hire physical education teachers with appropriate qualifications.
- g) Establish and enforce policies and practices that enable students with disabilities and other special health care needs to participate fully and safely in physical education and other school physical activity programs.
- h) Provide a variety of opportunities for physical activity in addition to physical education, that meet all students' needs and interests. Opportunities include daily recess, active play during after-school programs, access to school facilities outside of school hours, interscholastic sports, intramural programs, and physical activity clubs.
  - Example: East Aurora NJROTC PT team promotes exercise on weekend
  - i.) Implement an organized and active lunch recess
  - ii.) Offer a minimum of 20 minutes of recess daily
  - iii.) Implement a Play First Lunch
  - Example: Seymour Heights in British Columbia - "We experienced fewer accidents in the school yard and parents let us know that their children were able to wait for dinner and ate better at dinner."
  - Example: Blueridge in British Columbia - "The students are definitely eating better and there is less arguing over playground equipment and a better play attitude. We allowed children to take a small snack out with them to begin the lunch break in the playground because of hunger, especially with the intermediate students."