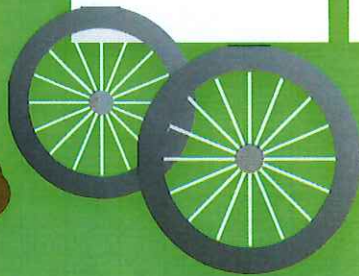


Fit Kids

2020 PLAN



Making Kane County
Fit for Kids

www.MakingKaneFitForKids.org



Making Kane County
Fit for Kids

Special Acknowledgment

Members of the Making Kane County Fit for Kids Funders' Consortium

**Community Foundation of the
Fox River Valley**

Robert Hubbard, Chairman

Kane County

Karen McConnaughay,
County Board Chairman

Kane County Regional Office of Education

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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

Key Sector Strategies Organized by

Workgroup	Provide parents & children with reliable, up-to-date information in multiple settings regarding healthy physical activity and eating habit	Support a culture of wellness and health promotion in our workplaces, schools and other institutions
 Schools & Education	Educate parents about healthy food choices and physical fitness	Strengthen school wellness policies
 Mobility	Implement Safe Routes to School programs in all schools in Kane County	Create /implement walking and bicycling incentive programs in schools and communities in the county
 Food Policy	Develop marketing material that promotes the benefits of local, fresh and seasonal products including a better culinary experience and higher nutritional value	Publicly funded groups will adopt nationally accepted nutrition standards for foods served at meetings or food purchased with public money
 Faith Community	Create a network of faith based groups to promote healthy living	Adopt healthy food policies for food served at individual faith communities
 Economic Strength	Improve the economic strength of the family through education about nutrition health and fitness	Improve the economic strength of employers by encouraging the implementation of wellness plans for employees
 Family, Culture & Community	Promote the Fit for Kids Initiative through a non-traditional education campaign	Provide incentives for restaurants to offer a healthy children's menu
 Built & Natural Environment	Educate the community on walkability ratings	Conduct Health Impact Assessments that county and municipalities can use to objectively evaluate the potential health effects of a project or policy before it is built or implemented
 Healthcare & Medicine	Increase occurrences of counseling and education on physical activity and nutrition during office visits	Utilize the medical community to contribute to a system of measurement in the community that monitors health indicator and treatment opportunities
 Recreation & Lifestyle	Launch a marketing campaign to communicate the message of healthy living	Address safety issues in the community that may limit safe access and use of parks and recreation facilities

Strategic Action Principles

Assure that fresh fruits and vegetables are affordable and accessible to all families in our community	Develop land use, planning and other public policies that foster and support physical activity for all in our community
Provide healthier school meals	
	Implement complete streets throughout the county
All Kane County Farmers Markets will accept LINK/EBT	Develop a formula that measures food production loss, pounds of food loss, per acre of land converted to development as part of each development proposal reviewed by the county
Help make healthy food more accessible and affordable for the underserved in our communities by facilitating community gardens, food donation and distribution to the underserved members of our communities	
Increase the capacity and variety of produce offered at local farmers markets.	Provide education to local government about zoning changes that can benefit the local food system
Promote zoning and land use regulations and incentives that encourage urban agriculture	The county and its 30 municipalities should revise their zoning ordinances and update their land use plans in order to apply best management practices that facilitate walking, biking and unstructured active recreation
Encourage the medical community in activities that advocate for policy and environmental change in the community	
Make healthy affordable food available in public places	Provide easier access to parks and playgrounds in new and existing neighborhoods through building and maintaining parks, facilities and trails that are in close, safe walking distance of all residents