

2019/2020 Local Technical Assistance and Community Planning Programs

Application Number: 35

Project Title: Making Kane County Fit for Kids Active Mobility Plan Update

Applicant: Making Kane County Fit for Kids



Project Description:

Making Kane County Fit for Kids (Fit for Kids®) is a 501(c)3 organization as of 2017. Prior to that, the organization was convened by the Kane County Health Department, with ongoing support from Kane County Division of Transportation and a funders' consortium made up of local organizations. Our mission is to Reduce childhood obesity in Kane County through healthy eating and active living initiatives, innovative strategies, and community wellness partnerships. The Fit Kids 2020 Plan (https://www.makingkanefitforkids.org/wordpress/wp-content/uploads/2011/08/FFK_2020_Plan.pdf) was adopted by the Kane County Board in 2010 and has been the guiding document for our work since then. We are interested in updating our Plan as it has been ten years since it was completed by a team of experts in the field of healthy eating and active living. The Plan was produced with grant funding from Robert Wood Johnson Foundation and provides the framework for the County's focus on reversing the epidemic of childhood obesity. Some of the action items are outdated and are ready for a fresh look at new ideas.

We would like to utilize CMAP's expertise in the area of organizing and engaging stakeholders, plan development, and research to update our Fit Kids 2020 Plan. Our idea is to create a smaller plan, perhaps focusing on four sectors instead of nine, and renewing ideas for implementation based on best practices in the field of healthy eating and active living. Fit for Kids has one contract employee, part time, who works on grant applications and we no longer have the staff time to create a plan and look at innovative implementation action items as we did years ago. An update to the Plan, using CMAP's help, would help us decide what would be best for our organization under our current staff configuration and what would be feasible for us to accomplish in the next 5-10 years. CMAP has access to data that could help us, plus knowledge of similar work happening throughout the region that is replicable in our area. In addition, CMAP's assistance with our plan could produce something that is utilized by other organizations looking to do similar work.

Since launching the Plan, Fit for Kids has distributed over \$800,000 to Kane County organizations for projects that follow the Strategic Action Principles outlined in the Plan. This includes sponsoring International Walk to School Day and the Top Healthy Chef event, specific projects like providing stationary bikes for schools and indoor tower gardens, and funding specific initiatives through a request for proposals call. Funded projects have included scooter racks for schools, playground equipment, community garden supplies, equipment for community demonstration kitchens, and more. The board is working on its first strategic plan and hopes to have that completed by early next year. This will help us with the plan update because we will have reviewed what is important to us as a board and decided what our goals are for the future. To learn more, our website is available here: www.makingkanefitforkids.org

Project Location: all of Kane County