



# 2017 Annual Report

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





# Moving FORWARD

**T**his first annual report highlights FORWARD's rich eight-year history of healthy lifestyle goals and accomplishments. FORWARD would not be possible without our partners, members, funders, friends and leaders. As we take a look at the impact and progress that has been made together during 2017, we thank you for your continued support and ask that you take pride with us in our legacy of healthy lifestyle efforts and accomplishments across DuPage County.

FORWARD (Fighting Obesity Reaching healthy Weight Among Residents of DuPage) was launched in 2008 by a group of concerned citizens who felt obesity was a serious health concern for residents, particularly our children and families. Since 2009, the DuPage County Health Department (DCHD) has served as the backbone organization for FORWARD. From 2009 to 2016, FORWARD's leadership and partners established a coalition of more than 1,400 organizations and concerned individuals. Working collaboratively, they developed strategies and actions to improve the lifestyles of DuPage County families. Through lasting policy, systems and environmental changes along with educating residents on the importance of healthy lifestyle choices, FORWARD's members continued to grow and work together to improve the health of individuals of all ages and reduce the chronic diseases associated with obesity. In 2015, as a result of its success, FORWARD was selected to assist Impact DuPage in achieving one of their five strategic goals, Healthy Lifestyles.

Impact DuPage is a collaborative effort created to identify community needs and priorities to improve the well-being of the DuPage County community overall.

In June of 2016, the FORWARD Advisory Board, a group of dedicated volunteer community stakeholders and leaders, held a retreat where priorities were set to better utilize available resources to create the greatest community impact. The decision was made to strategically focus on impacting healthy choices in DuPage County Schools, Worksites and Early Childhood settings. The Board also determined it was time to assume more independence. To that end, in 2018, the DuPage Foundation will become FORWARD's new fiduciary agent. FORWARD will remain independent, working with the FORWARD Board of Directors (formerly 2017 Council of Advisors) to make decisions and carry out priorities.

On behalf of the FORWARD Board of Directors, we are grateful to the DuPage community, FORWARD'S coalition members, donors, volunteers, sponsors and partners for their support and assistance in promoting healthy lifestyles across DuPage County. Indeed, it was a landmark year!

Ann Marchetti

Bill Weidner

Consulting Director  
FORWARD

Chair  
FORWARD Council of Advisors

# Notable Accomplishments

During the past eight years, milestone activities and projects through the FORWARD coalition members have included:

- ▶ Partnering with the DuPage County Health Department for annual measurement of body mass index (BMI) rates among DuPage Women, Infants and Children (WIC) participants aged 2-4 years since 2014. (Surveillance continued in 2017)
- ▶ Conducting annually since 2009, BMI Surveillance of kindergarten, sixth and ninth grade students through a partnership with the Regional Office of Education and the DCHD. (Surveillance continued in 2017)
- ▶ Facilitating discussions among eight hospitals, the largest pediatric practice serving DuPage and the DuPage County Health Department to encourage changes in their food and beverage offerings in order to create a healthier workforce.\* (Work continued in 2017)
- ▶ Enhancing school wellness committees in three schools.\*
- ▶ Expanding community and school gardens.
- ▶ Organizing cooking demonstrations and educational courses.
- ▶ Introducing healthy produce to families receiving mental health services and to lower income communities.
- ▶ Distributing over \$340,000 locally via mini-grants to schools and community groups to create healthier environments.
- ▶ Creating an online resource tool to help physicians link families to community resources that promote nutrition, physical activity and support healthy lifestyle choices.
- ▶ Partnering with Consortium to Lower Obesity in Chicago Children (CLOCC) on a common message for children and families. (5-4-3-2-1-Go!)\*\*
- ▶ Collaborating with the DCHD to provide health education programs using the 5-4-3-2-1 Go! message to more than 11,000 school aged children since 2012.\*\*\*
- ▶ Administering technical assistance and support to 20 early childhood centers to improve the nutrition and physical activity in each site. The project served 1,597 children.\*\*
- ▶ Educating more than 1,200 partners and key stakeholders through regular coalition meetings on topics such as well worksites, diabetes prevention and treatment, active transportation, financial literacy's impact on obesity, healthy schools and more.

## 2017 Coalition Highlights

- ▶ Educated more than 120 coalition members including healthcare providers on the role Metabolic Syndrome plays in obesity.
- ▶ Provided interactive educational programming to approximately 1,700 children and families at the DuPage County Fair with healthy messaging and physical activity stations.
- ▶ Informed over 1,400 organizations and individuals through newsletters, Twitter tweets and Facebook posts on the importance of policy, systems and environmental change to improve healthy lifestyles.
- ▶ Partnered with the DCHD to distribute 5-4-3-2-1 Go! resources and presented health education programs to approximately 1,778 students.\*\*\*
- ▶ Acted as a coordinator and leader within the early childhood leadership community to improve healthy lifestyle options for children ages 2-4 years.
- ▶ Created and implemented action plans around nutrition and physical activity in eight early child care sites, serving 640 children.\*
- ▶ Continued a second year of work with seven early child care sites. Reassessed, developed action plans and delivered technical assistance around nutrition and physical activity on location, collectively serving 599 children.\*
- ▶ Partnered with Benedictine University and Northern Illinois Food Bank to pilot a healthy lifestyle education program with ten families, including parents of 2-4 year olds enrolled in the DCHD WIC Program, during which participants worked towards developing a healthy relationship with food and fitness.
- ▶ Enhanced school wellness committees by writing and implementing action plans for school wellness policies in order to improve practices and environments in seven schools.\*\*
- ▶ Worked with five DuPage based businesses, with sites ranging from 80 to 1,400 (with an estimated reach of over 2,000 employees) to assist them with improving their nutrition and physical activity policies, programs and environments.
- ▶ Advanced healthy municipalities across DuPage through coordinated discussions among local municipal leaders and key stakeholders to share ideas and collaborate on promising improvements at the municipal level to improve nutrition, transportation and physical activities.
- ▶ Reactivated the FORWARD Active Transportation Task Force and expanded membership to include key stakeholders and experts in land-use and planning. The group has been instrumental in advancing policies, programs, resources and practices to improve lifestyles for residents and visitors.

\* Funding for this project received by the DuPage County Health Department from the Illinois Department of Public Health to address Chronic Disease and School Health (CDASH) from 2015-2018.

\*\* Three schools funded by the CDASH grant; two schools funded by the One Dime at a Time Whole Foods Markets in Hinsdale, Wheaton, Elmhurst and Willowbrook; two schools funded by Advocate Good Samaritan Hospital; fifteen early child care centers funded by CDASH and five centers funded by Cadence Health (Northwestern Medicine).

\*\*\* The 5-4-3-2-1 Go! message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). 5-4-3-2-1 Go! is a registered trademark and copyright 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved. [www.clocc.net](http://www.clocc.net).



# Taking Action

## Our Vision

All children and families in DuPage County, regardless of age, income or ethnicity, will achieve and maintain a healthy lifestyle.

## Our Mission

To lead DuPage County, through a broad-based community coalition, in promoting effective and sustainable policy, systems and environmental strategies regarding nutrition, physical activity and the built environment.

## Our Goal

By the end of 2018 reduce obesity prevalence by five percent through policy, systems and environmental changes.

## FORWARD has adopted the following guiding principles to make our vision a reality:

### We practice data-driven decision making.

FORWARD is committed to understanding the changing prevalence of overweight and obesity in DuPage County and associated risk factors. We work closely with DuPage schools and the DuPage County Health Department to monitor and report ongoing changes in BMI and blood pressure rates in kindergarten, sixth and ninth grades, which allows us to focus our efforts in specific communities.

### We inspire change.

By coordinating local technical assistance, tools, and other resources, FORWARD mobilizes community leaders, organizations, stakeholders and individuals who have influence, passion and expertise in building healthy communities through policy, systems and environmental changes.

### We educate decision makers.

With over 1,400 partners, collectively the FORWARD Coalition has a powerful voice. We equip our partners with data and knowledge regarding best practices to inform and educate decision makers and advocacy groups.

### We strategically leverage resources.

FORWARD's extensive network of partners provides unique opportunities to identify and secure resources to support and sustain obesity prevention efforts in DuPage County.

### We embrace collaboration.

Through multi-sectoral partnerships, we are able to creatively and collectively impact nutrition, physical activity and the built environment.

### We maintain continuous communication.

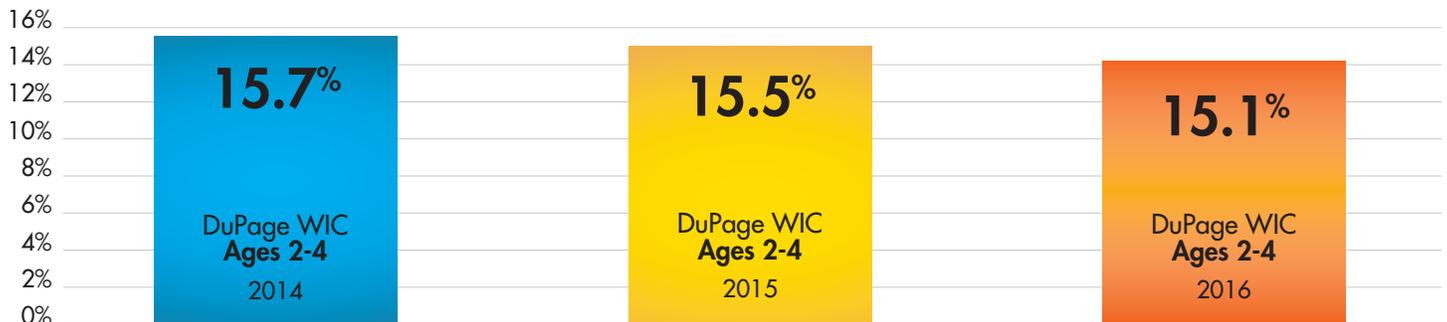
We maximize communication opportunities to disseminate best practices and lessons learned through the FORWARD website, social media, and meetings. In addition, FORWARD supports ongoing, consistent messaging using 5-4-3-2-1 Go! to promote healthy lifestyles county-wide.

# Obesity Rates in DuPage County

## Early Childhood

The obesity rate among DuPage County children aged 2 to 4 years enrolled in WIC\*

FORWARD 2014-2018  
Goal: 15.7% to 14.9%



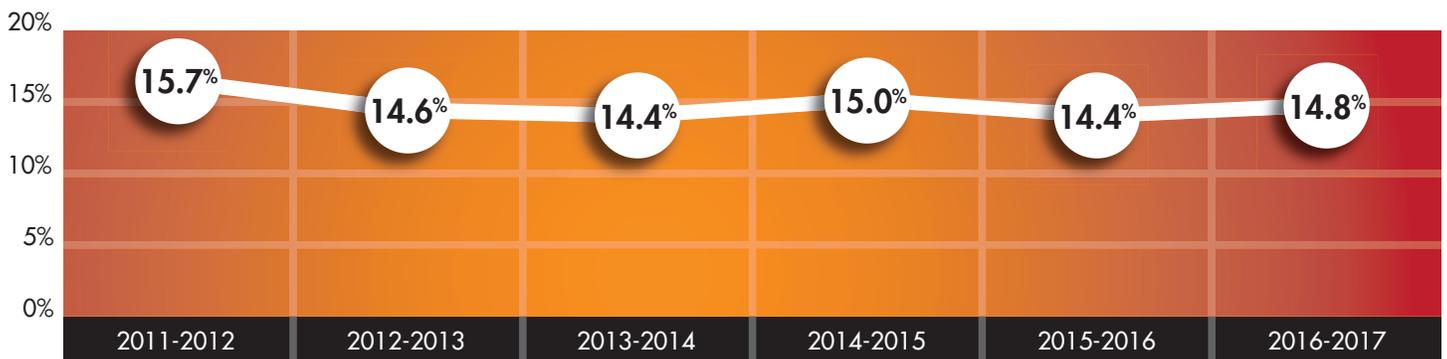
► Source: DuPage County Health Department

\* USDA's Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

## School-Aged Children

The obesity rate in DuPage County kindergarten, sixth and ninth grade public school students

FORWARD 2014-2018  
Goal: 15% to 14.3%



► Source: DuPage County Health Department

## Adults

The obesity rate in DuPage County adults

FORWARD 2014-2018  
Goal: 22.6% to 21.5%



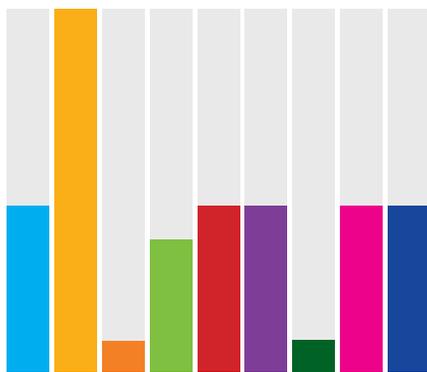
► Source: Data retrieved from the Illinois Behavioral Risk Factor Surveillance System, ([www.idph.state.il.us/brfss/countydata.asp?areaCounty=DuPage\\_](http://www.idph.state.il.us/brfss/countydata.asp?areaCounty=DuPage_)) Accessed January, 2018.



# 2017 Financial Highlights

## FY17 FORWARD Revenue

**\$214,017**



Advocate Healthcare  
**\$25,000**

DuPage County Health Department  
**\$54,167**

DuPage Foundation  
**\$4,850**

DuPage Medical Group  
**\$20,000**

Edward Hospital  
**\$25,000**

Elmhurst Memorial Hospital  
**\$25,000**

AMITA Glen Oaks Hospital  
**\$10,000**

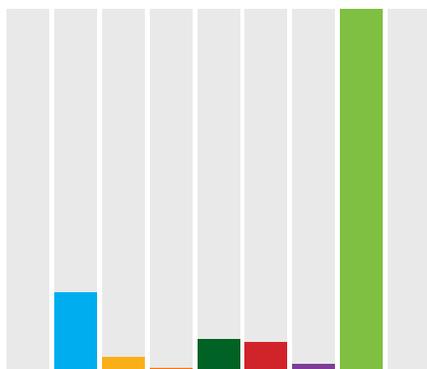
AMITA Hinsdale Hospital  
**\$25,000**

Northwestern Medicine  
**\$25,000**

In addition to the cash donations received, FORWARD has been fortunate to be the recipient of over \$30,000 of in-kind contributions from our partners and donors.

## FY17 FORWARD Expenses

**\$171,641**



Travel  
**\$20,996**

Communications  
**\$1,250**

Equipment/Supplies  
**\$379**

Events  
**\$2,617**

Grants  
**\$2,378**

Organization Independence  
**\$700**

Staff  
**\$143,321**



# Thank you to our donors for making it a landmark year!



Healthy Lifestyles was selected as one of the key health needs for the hospital's primary service area. Focus is on obesity prevention, proper nutrition and physical activity in an effort to decrease the rate of chronic disease.



FORWARD was chosen as their community partner to help with one of their three priority areas – nutrition, physical activity and weight (preventing diabetes, heart disease and stroke). Their goal is to provide opportunities for children to be physically active in their daily lives throughout the county.



DCHD was a founding leader of Impact DuPage, a county-wide initiative aimed at creating a common understanding of community needs, gaps, and priorities that will advance the well-being of DuPage County. FORWARD was selected as the vehicle to influence residents and partners to make positive choices regarding nutrition, physical activity and the built environment.



Through the DuPage Foundation's Community Needs Grant Program, they support programs and projects that improve and enrich the quality of life for DuPage County residents. In 2017, a special initiative grant was given to support FORWARD's partners to help improve the physical activity and food choices at the DuPage County Fair.



DuPage Medical Group (DMG) is actively involved in philanthropy and community service as a way of giving back to the community in which it lives and works. DMG has partnered with FORWARD to promote healthy lifestyles through healthy choices since 2009.



FORWARD's efforts align with Edward-Elmhurst Health's (EEH) goal to improve the overall health and well-being of children and families in DuPage County. The organization prioritizes initiatives around improving access; addressing the obesity epidemic, heart disease and stroke; and enhancing mental health, cancer screening and prevention efforts.



Northwestern Medicine is actively working to improve the health of communities they serve by participating in community-based health initiatives aimed at promoting healthy lifestyles. Part of their goal is to reduce risk factors for heart disease, stroke, cardiovascular disease and other chronic diseases.

# 2017 Council of Advisors



Karen Ayala, MPH  
DuPage County Health  
Department



Rob Bisceglie, MA  
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Healthy Kids



Kelly Brasseur, MS,  
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Advocate  
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LEED AP  
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Studios, Inc.



Gary Cuneen  
Seven Generations  
Ahead



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DuPage  
Medical Group



Nichole Edmonds,  
MPH  
Advocate Good  
Samaritan Hospital



Chris Gilbertsen, RN,  
MSN, PEL  
District 200  
(Lowell & Hawthorne  
Schools)



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MS Ed, PHR  
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Deepa Handu, PhD,  
RD, LDN  
Academy of  
Nutrition and  
Dietetics



Sanjeeb Khatua,  
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Edward Hospital



Sidney Kenyon  
DuPage County  
Division of  
Transportation



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DuPage Health  
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Jessica Ortega, PLA,  
LEED AP  
Forest Preserve  
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Tammy Pressley, MS  
Northwestern  
Medicine



Sandy Soto  
AMITA Health



Barb Szczepaniak  
DuPage Foundation



Chris Thielman, MS  
College of DuPage



Bill Weidner, MS  
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Communications, Inc.



Paul Zientarski, MS  
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## FORWARD Staff



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Kerrie Sneed  
Consulting Manager  
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Barb Taylor  
Consulting Manager  
FORWARD

