



FOR IMMEDIATE RELEASE

February 16<sup>th</sup>, 2011

Contact: Tom Schlueter (630) 444-3098

(630) 417-9729 cell

[www.kanehealth.com](http://www.kanehealth.com)

## **Making Kane County Fit for Kids Funders' Make Grant Funding Available to Implement Fit Kids 2020 Plan**

The Kane County Health Department is pleased to announce that the Making Kane County Fit for Kids Funders' Consortium, a public-Private partnership is making grant funding available to help community organizations take action to implement the strategies included in the "Fit Kids 2020 Plan". This plan is a 51-page document that outlines the strategies required to reverse childhood obesity in Kane County over the next decade. This document is the result of the work of more than 80 community members who worked over a period of six months, contributing more than 1,000 hours of volunteer time in nine sector-specific workgroups to develop the plan. Applications for funding will be due to the Fit for Kids Funders' Consortium by March 15, 2011. Awards are expected to range between \$250 and \$10,000. It is expected that about \$100,000 will be made available to community organizations through this grant.

In Kane County, one in five kids is overweight, and in some communities that number is an alarming one in three. As these kids get older, they are more likely to develop chronic diseases, such as diabetes, heart disease, suffer bone and joint problems, and suffer other serious health problems. Kane County residents have decided not to accept this future for our children.

"The strategies outlined in the Fit Kids 2020 plan, when implemented, will reverse childhood obesity in this community," said Health Department Executive Director Paul Kuehnert, "We are pleased at the continued support of public and private organizations that contribute to this effort and have helped to make this funding available."

"Fit Kids 2020" was developed by parents, physicians, engineers, educators, planners, public health professionals, transportation experts, faith leaders, local policy makers and many, many more. They all dedicated their time to contribute to this important initiative because they see the value in multiple sectors working together to make substantial change. "Fit Kids 2020" provides the framework to make the systems, environmental and policy changes needed to accomplish the goal by 2020.

(MORE)

The volunteers collaborated in nine sector-specific workgroups: Built and Natural Environment, Economic Strength, Faith Community, Family, Culture and Community, Food Policy, Healthcare and Medicine, Mobility, Recreation and Lifestyle, and Schools and Recreation. Each workgroup developed strategies that: provide parents with information on healthy physical activity and eating habits; support a culture of wellness and in our workplaces, schools and other institutions; assure that fresh fruits and vegetables are affordable and accessible to all; and develop public policies that foster and support physical activity.

“Fit Kids 2020” is made possible by the Making Kane County Fit For Kids Funders Consortium: The Community Foundation of the Fox River Valley, United Way of Elgin, the Kane Forest Preserve District, the Kane County Office of Regional Education and Kane County.

The grant application and “Fit Kids 2020” plan is available for download on the Making Kane County Fit For Kids Web site at [www.makingkanefitforkids.org](http://www.makingkanefitforkids.org). If you would like to stay up to date on the Fit for Kids campaign, follow us on Facebook and never miss what is going on with this exciting community-wide effort. [www.facebook.com/fitforkids](https://www.facebook.com/fitforkids)

###