

HEALTHY LOMBARD (HL) ANNUAL REPORT FOR 2014

Since this is the first time HL is sharing this comprehensive review with its Partners, we have included some historical information. This report uses Healthy Lombard's "Triple A" Approach to categorize items of interest.

STARTING IN 2009-2010

AWARENESS:

- Began in 2009 with 8 community partners that reflected the membership of the Kiwanis Club of Lombard: Village, YMCA, Library, Park District, District 44, Lions, Rotary, and Operation Pull Your Own Weight.
- Requested the Village in 2010 declare the 2nd month of the year as Fitness February in Lombard. Village granted the proclamation.
- Website donated in 2010 by Best Buy that generated approximately 150 hits per month.
- No other social media was used.
- HL was featured twice a year on Lombard Elementary School District 44's cable show, SchoolScape.

ACTIVITIES

- Community-wide activities began in 2010 with "Lighten Up Lombard."
- Held it's first Fitness February Fair (FFF) in 2011 in the Lombard Village Hall Community Room. It ran 45 minutes before a scheduled Village Board meeting. The Fair featured 12 tables and a performance by Sky Centers Martial Arts.

ACHIEVEMENT

- Awards were present to students participating in the joint Tri-Town Y and HL's Operation Pull Your Own Weight Program by Village President Bill Mueller.

ADDITIONAL INFORMATION

- HL began with a budget of \$1000 obtain through the donations from the original 9 partners and the Kiwanis Club of Lombard.
- In 2009-2010 the HL Board consisted of three individuals: Jay Wojcik, Co-founder, President, and Treasurer; Bill Mueller, Co-Founder and Vice President; and Richard Osbourn, Secretary.

2014:

AWARENESS

- As of November 2014, HL is comprised of 40 partners. A list is posted on our website at www.healthylobbard.com
- The Village has continued to declare the 2nd month of the year in 2011, 2012, 2013, and 2014.
- Redesigned website, that is paid for by HL generates over 19,000 hits per month.
- HL maintains sites at Facebook, Twitter, LinkedIn and Alignable.
- HL hosts its own 1/2-hour cable show Health Local that features 6 different video segments.

ACTIVITIES

- Community-wide activities continued with the introduction of in 2011 with "Stepping Up Summer," and in 2012, "Flat Apple" which was continued in 2013 and expanded in 2014.
- Held the 2014 FFF at Yorktown Mall, on a Saturday from 10 - 2 PM with 24 tables, 8 performances and 2 participant fitness contests. The schedule changed every 20 minutes.
- Added on-line registration and 5 location specific Hot Spots for the summer Flat Apple program in 2014 resulting in 43 family participants and 1500 raffle tickets awarded for participation.
- Sponsors G.Y.M. Bags for 2nd graders
- On-site taping of segments for the new cable show Health Local.
- Sponsored interactive tables at:
 - The District 87 Wellness Fair
 - The District 44 Summer Activity Fair
 - The Humana's Senior Fair
 - The Lombard's Senior Fair.

ACHIEVEMENT

- Health Heroes awards presented for HL by Chgo. Bears' mascot Staley, to 4 individuals and 2 Businesses for improving the health of their workplaces.
- Used as an example of Community Partnerships in the Village of Lombard's 2014 Comprehensive Report

ADDITIONAL INFORMATION

- HL's budget for 2014 is \$6,000. These funds were obtained through grants from Health Mart (\$1000) and SHIP (\$1500) as well as fees for the FFF (which ran a deficit) and major donations from the Wojcik Family (\$1850), the Kiwanis Club of Lombard (\$700) and Pam Rivet (\$25/month).
- The HL Board consists of 9 members: Jay Wojcik, Founder & President, Dan Whittington, Vice President, Lisa McDaniel, Secretary, a Finance Officer, and board members Allison Costanso, Carl Goldberg, George Miller, George Sky, and Stephanie Schiszik.
- Serve as a community partner on:
 - The District 87 Wellness Committee, since 2012
 - THE DCHD's FORWARD Initiative since 2010.
- Invited to be part of the Daily Herald's "At The Table" discussion.
- Developing partnerships with the Chicago Red Stars Women's Soccer Team and the Chicago Fire Soccer Team.
- Receives referrals from"
 - The Chamber
 - The Lombard Town Center,
 - Yorktown Center Shopping Mall
 - Advocate Good Samaritan Wellness Center
 - and other organizations

as the group to contact for how to become involved in improving the wellness of the residents of Lombard.