

## What is Healthy Lombard?

Healthy Lombard is a 501c3 village-wide initiative comprised of over 35 existing community organizations that work individually and collaboratively to address Childhood Obesity and promote overall good health. Healthy Lombard accomplishes this by using what we call the “Triple A Approach.”

The first “A” is building AWARENESS of the obesity problem and doable solutions. To that end, our partners list health-related information on our blog, announce village-wide healthy events on the calendar page, promote special joint events and highlight what is being featured each month on our cable show, Health Local. This show is replayed 20 times per month shares Generation H Tips from children, Medical Professional Advice, Healthy Hints from your Peers, Long Life Lessons from Seniors, exercise segments and healthy cooking demonstrations. Videos from every show can be seen on our YouTube Channel.

Our [www.healthylombard.com](http://www.healthylombard.com) website, receives over 15,000 hits per month and contains a blog, a monthly calendar of healthy community events, detailed information about our programs, and links to our partners’ websites.

Healthy Lombard also uses Facebook and Twitter to build public awareness that Childhood Obesity has more than tripled in the past 30 years, resulting in an alarming increase of chronic health conditions in children.

The second “A” represents ACTIVITIES, those sponsored either by individual organizations OR those sponsored jointly by Healthy Lombard Partners such as G.Y.M. (Get Yourself Moving) Bags that we provide for 2nd graders to use over each weekend to be able to continue their 60 minutes a day of fitness, a yearly community-wide Fitness February Fair, held at the local Mall and a fun summer activity call Flat Apple that sponsors fun “Hot Spots” and a “Healthy Selfie” photo contest.

The third “A” is for ACHIEVEMENT. Childhood Obesity is a health crisis that has solutions. As a village-wide initiative, Healthy Lombard strives to be a valued factor in helping our community make and keep a commitment to healthy living.

Each year, during our Fitness February Fair we honor local individuals and businesses for their healthy efforts by presenting them with Health Hero Awards. Healthy Lombard activities often involve both children and adults because, without great adult role models, children’s habits will not change.