

Healthy Lombard Foundation

2021 Annual Report

The Mission of Healthy Lombard, is to address the epidemic of Pediatric Obesity, by

- promoting a healthier lifestyle for everyone through the items on our website and Social Media platforms
- providing a platform for community networking and collaboration through our daily calendar, monthly newsletters, and quarterly partners' meetings.
- providing free-of-charge activities for youth

Following is a summary of how Healthy Lombard (HL) fulfilled this mission in each of these three areas in the past year.

AWARENESS

- As of December 2021, HL identifies 26 Partners with links to them from the HL website.
- Major Sponsors have their logo linked on the main page of the HL website.
- The Healthy Lombard website contains a Calendar for Community Events, a daily blog, links to all partners and generated over 71,000 hits per month since its creation in 2013.
- Continuing in 2021, the website resource links, and blog topics were reviewed and revised to focus more closely on including only those that support the mission of Healthy Lombard
- HL partners with the College of DuPage Nursing Department to acquire student-generated, health-themed posts for its daily blog.
- HL maintained and posted on its social media sites on Facebook, Twitter, and YouTube
- HL keeps monthly records of the number of hours volunteered by board members. In 2021 these totaled 180 for an average of 36 hrs. per board member.
- HL promoted "Apple Crunch Day" throughout Lombard and surrounding suburbs as a way to promote healthy eating and the concept of FARM TO TABLE .
- HL distributed information and signage to promote Teal Pumpkin, a campaign that encourages distributing non-food items so kids with food allergies can enjoy Halloween. It is also a way to decrease the amount of sugar-related Halloween treats.
- Partnered with the Kiwanis Club of Lombard to distribute 300 Comfort Dolls to local pediatric hospitals, doctor offices, ambulance services, and missionaries to use with children to reduce the stress of having to undergo a medical procedure.
- HL distributed Certificates of Support and window clings to all Healthy Lombard Partners to display as a way to build awareness of the organization.
- HL publishes a monthly Healthy Happenings on-line newsletter featuring events and information provided by our partners to distribute to individuals and families that participates in a Healthy Lombard activity. In 2021 we had 174 subscribers with an open rate of 22%.

ACTIVITIES

Winter

- **FROSTED APPLE** –In response to COVID-19's safety measures that left many kids without their regular PE classes or other extracurriculars that typically keep them active Healthy Lombard developed a 10 week Frosted Apple Fitness program as a winter spin-off of summer's Flat Apple to help get kids active during these strange times. Frosted Apple Fitness was free to join and gave kids ages 6 to 14 the opportunity to win prizes based on various fitness and nutrition challenges! In addition to the challenges, the webpage contained links to fun activities and video demonstrations. At the end of the program 24 participants logged over 38,000 minutes of activities.
- **On-line Activities** – In addition to an original Healthy Lombard crossword puzzle, a list of other indoor activities were posted for kids. These included games such as a marshmallow straw race, a snow shovel relay race, snowman bowling, mitten hunt, snow in the chimney, musical snowflakes, and snowball toss.

Spring

- **Go Fly A Kite** - Healthy Lombard had to cancel this event because of COVID-19.

Summer

- **FLAT APPLE** - This summer program is designed to keep kids active during non-school months. The Activity Tracker Sheet introduced in 2019 was used again and was very successful because of continuing restrictions imposed by the COVID-19 Pandemic. Using these sheets, Flat Apple participants included 24 families/30 children. They logged 51,835 minutes/ 29 hours per kid. For an average of 4.8 hours per day. In addition participants sent in 6 Social/Emotional bingo cards, 13 videos, 42 Healthy Selfies, and 2 recipes created by students. The 6 weekly Flat Apple Newsletter averaged an open rate of 48%. This year a Social/Emotional Learning segment was added to address the stress of COVID 19. Students participated in events such as Mindfulness Monday's, Wellness Wednesdays, and Healthy Foodie Fridays.

Fall

- **G.Y.M. (Get Yourself Moving) Bags** for primary grade students at St John Lutheran School and as part of the after-school programs at the Tri-Town YMCA and the Lombard Park District were NOT distributed because of COVID-19 restrictions
- Partnered with the Kiwanis Club of Lombard to distribute 300 Comfort Dolls to local pediatric hospitals, doctor offices, and missionaries to use with children to reduce the stress of having to undergo a medical procedure.

ACHIEVEMENT

- Receives referrals from:
 - The Lombard Chamber of Commerce
 - Yorktown Center Shopping Mall and other organizations as the group to contact on how to become involved in improving the wellness of the residents
- Serves as a community partner with:
 - The American Heart Association beginning in 2020
 - The College of DuPage School of Nursing
 - District 87 Wellness Committee, since 2012
 - THE DCHD's FORWARD Initiative since 2010.
 - FORWARD's Healthy Municipalities Committee
- Actively Supports:
 - Illinois Public Health Institute
 - The Illinois Alliance to Prevent Obesity (IAPO)

ADDITIONAL INFORMATION

- HL's budget for 2021 was \$8600. These funds were obtained through private donations, Amazon Smiles donation, and our five levels of sponsorships from local businesses and organizations
- In 2021, the HL Board consisted of Founder & Board President Jay Wojcik, Vice President (position open), Secretary Nancy Nance, Finance Officer Tod Altenburg, and board members Ashley Marsh, Angela Mullen, and Joe McCann. Also assisting in the role of Advisor is former board member Stephanie Schiszik.

For additional information, send email to jay@healthylombard.com.