

**Making Kane County Fit for Kids
Fit Kids 2020 Plan Implementation Call for Projects
2019 Application**

APPLICATION INFORMATION

Project Name: Fresh First: Chop Chop! Healthy Cooking & Healthy Eating for WIC Families

Project Location: Kane County

Applicant Name: VNA Health Care

Applicant Address: 400 North Highland Avenue

City, State, Zip: Aurora IL 60506

Contact Name and Title: Chrissie Howorth – V.P. of Philanthropy & Communications

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Project Period: June 1, 2019 – May 31, 2020

PROJECT FUNDING

- | | |
|---|-----------------|
| 1. Total cost of project identified above: | <u>\$27,825</u> |
| 2. Total funds available (or to be secured) from other sources: | <u>\$12,825</u> |
| 3. Amount requested from Making Kane County Fit for Kids: | <u>\$15,000</u> |

Attach a budget for the project. Include all project expenses and funding sources. Indicate the status of each funding source (i.e. yet to apply, application pending, funding committed, etc.).

FIT FOR KIDS GRANT PROJECT GOALS GRID AND QUESTIONNAIRE

Project Summary:

Community reports such as the Community Health Needs Assessment for Kane County identifies that obesity in children and adults is a growing issue, and yet, more than 44,000 of our neighbors are food insecure. VNA Health Care serves a vulnerable population with limited resources who are at increased risk of health disparities and we believe this places us in one of the key positions to deliver interventions that will collectively improve health for individuals and the communities in which they live. This proposed project leverages existing strategies being executed at VNA, enhances them through education, screening, navigation to services, and provides tools to support and encourage lasting behavior change.

VNA Health Care delivers WIC services at its largest clinic on Highland Avenue, Aurora to families from Aurora and surrounding towns in addition to comprehensive primary care and preventive wellness programming including Fresh First, a program promoting fruit and vegetable consumption. Standing for 'Women, Infants and Children,' WIC is a food-assistance program for those with a low-to-medium income. WIC can provide vouchers to buy about \$50.00 of healthful foods per month for each eligible family member enrolled in the program. The WIC program benefits pregnant, breastfeeding and postpartum women; infants; and children under five years old. WIC offers breastfeeding support and nutrition tips as well. Working families and parents on unemployment can qualify and clients do not need to be a U.S. citizen to sign up for WIC.

These proposed program enhancements will:

- Help VNA identify food insecure pregnant and post-partum women and families with children aged 0-5 years who are enrolled in WIC
- Navigate families to local food pantries to ensure that fresh fruits and vegetables are accessible to these families who fall at or below 185% of the Federal Poverty Level.
- Deliver nutrition education that encourages healthy family cooking at home and provides guidance necessary for this to happen.

The collective benefits of this program and others implemented by VNA and community partners will be increased food security, improved understanding of the importance of a healthy lifestyle for a healthy life. Also, reduced incidence of obesity in vulnerable populations including children and pregnant women at increased risk of preterm birth and infant/maternal mortality, reduced risk for chronic disease and a reduction in potential burden on the community health system in the future through improved population health.

Target Population of your organization and project:

The target population of VNA is individuals with little or no insurance in need of health care services. The target population of this proposed project is pregnant women and families at or below 185% of the Federal Poverty Level with children aged 0-5 years of age who at increased risk of obesity and who receive WIC.

Project Timeline:

VNA is proposing an ongoing project that will follow the grant period of the Fit for Kids grant and will begin on June 1st 2019. Fresh First classes will be offered weekly and the magazine will be distributed on a quarterly basis.

Project Goal(s)

	Methods or process to reach your goal	How will you know you met your goal? Measures and data collected
<p>To identify food insecure pregnant women and families with children aged 0-5 years who are enrolled in WIC and ensure that healthy food including fresh fruits and vegetables are accessible.</p>	<p>When clients are served in WIC they will be screened using the two question U.S. Household Food Security Survey.</p> <ol style="list-style-type: none"> 1. "We worried whether our food would run out before we got money to buy more." Was that often true, sometimes true or never true for your household in the last 12 months? 2. "The food that we bought just didn't last, and we didn't have money to get more." Was that often, sometimes or never true for your household in the last 12 months? <p>Any client that answered "often true" or "sometimes true" will be referred to the local food pantry.</p>	<p>100% of clients who identify as food insecure will be navigated to local food pantries.</p> <p>Survey results will be noted in the patient/client chart and aggregated data will then be collected from the chart for program evaluation and reporting purposes.</p>
<p>To reduce childhood obesity by providing parents and children with reliable, up-to-date information regarding healthy eating habits in order to increase knowledge, comfort and awareness of healthy eating choices among vulnerable families at or below 185% of the Federal Poverty Level.</p>	<p>Delivery of a bi-lingual nutrition education and cooking program called Fresh First that focuses upon increasing consumption of fruit and vegetables and increasing healthy home cooking for families that receive SNAP or WIC</p>	<p>90% of participants will self-report increased consumption of fruits and vegetables. This data, in addition to aggregated demographic data, will be collected from a patient/client survey in the patient chart.</p>
	<p>On a quarterly basis, all WIC participant families will receive a copy of CHOPCHOP Sprout magazine in English or Spanish. This magazine is specifically designed for families on WIC with children aged 0-5 and provides fun, child-friendly recipes built around ingredients that are designated as WIC approved, activities and puzzles that promote healthy eating and increased fruit and vegetable consumption and encourages parents to be healthy role models to their children. This magazine will be distributed during WIC 1:1 client education sessions. The recipes will be highlighted at Marie Wilkinson Food pantry and displayed alongside the ingredients.</p>	<p>100% of participants receiving 1:1 WIC counseling will receive this family-friendly publication at their quarterly appointment.</p> <p>Distribution will be tracked in the patient/client chart and will be verified through chart audit.</p>

Project Questions

1. *Provide a detailed description of your project/program, including the target population and geographic area it will serve.*

VNA Health Care delivers WIC - Women, Infant & Children Supplemental Nutrition services to 4300 pregnant women, women and children aged 0-5 years of age in Aurora. These families fall at or below 185% of the Federal Poverty Level.

The Community Health Needs Assessment (2018) notes that obese children are more likely to have high blood pressure, high cholesterol, type 2 diabetes, breathing problems, joint problems, and chronic conditions. Obese children and adolescents have a greater risk of social and psychological problems such as discrimination and poor self-esteem. Obese children are also more likely to become obese adults.

This Needs Assessment reports that in the Southern region of Kane County where Aurora is located, only 50.6% of children aged 2-17 are a healthy weight, which is worse than the U.S. value of 58.4% and trending down from the prior reporting period value of 62.2%. Furthermore, 29.1% of children in Kane County aged 5-17 are obese compared to a U.S. value of 22.4% and also trending up from the prior reporting value of 22.7%. According to the Illinois Department of Human Services, 29.8% of children on WIC over two years of age (more than 85% of Kane children receiving WIC are Hispanic or African American) in Kane are either obese or overweight. Kane County data shows that the trends toward obesity in many of our communities are higher than national averages. Among health department clients, the rate of teenage overweight and obesity almost doubled between 1992 and 2006. The rates of overweight and obesity among Family Case Management clients in from 2006 – 2010 was over 50% in most parts of Kane County.

A National Institute of Health 2015 research report notes that one in three food insecure adults in their national study were obese. Food insecurity was associated with obesity in the overall population and most population subgroups. These findings are consistent with previous research and highlight the importance of increasing access to affordable healthy foods for all. The Illinois Farm to School Network reports that 44,010 people are food insecure in Kane County and data from the Community Needs Assessment identifies that 13.8% of individuals who are food insecure are children.

Through the delivery of comprehensive primary care and WIC services, VNA is working on an ongoing basis to reduce obesity and food insecurity, however we know from experience that behavior change is a slow process that requires tenacity and diligent delivery of consistent and interesting messaging to improve these factors. VNA is proposing to implement a few new strategies alongside those already in place to help combat these growing problems.

This proposal is seeking funding support from Fit for Kids to provide our WIC clients with a quarterly magazine called ChopChop Sprout at their 1:1 visit with the nutritionist. ChopChop's mission is to inspire and teach kids to cook and eat real food with their families. Its vision is to reverse and prevent childhood obesity—one of the nation's most urgent issues. This colorful and fun cooking magazine is a non-profit venture that is endorsed by the American Academy of Pediatrics who also provides technical review. It is published in both English and Spanish and targets families receiving WIC with children aged 0-5. David Ludwig, MD, PhD, Director, New Balance Foundation Obesity Prevention Center, Boston Children's

Hospital stated that “ChopChop is introducing a generation of children (and their parents) to cooking, establishing a healthy lifestyle from the start. Keep a copy in your kitchen.” This publication is child-centered and creatively promotes children cooking healthy WIC available foods with their parents that and would give VNA a valuable tool to use along with other strategies to help combat the growing problem of poor diet, fast food and lack of parents role modeling with regards to healthy eating.

In order to promote system level change, VNA is proposing the introduction of the two question U.S. Household Food Security Survey that screens for food insecurity and has been validated for use as a screening tool in the health care setting. This tool will be used during each WIC visit – typically a client meets with their WIC nutritionist four times per year. Clients who screen positive will be navigated to the Marie Wilkinson Food Pantry or the Aurora Interfaith Food Pantry.

In support of the goal to reduce childhood obesity, VNA would like to more purposefully engage WIC parents in VNA’s Fresh First Wellness program. Currently, all classes are open to patients and public but with the introduction of the food insecurity survey, VNA will use this opportunity to navigate patients into the free wellness program and the cooking demonstrations will feature recipes and tastings highlighted within ChopChop Sprout. In addition, VNA will further collaborate with the Marie Wilkinson Food Pantry to reinforce healthy eating.

VNA believes that our multi-pronged approach will greatly benefit our patient/clients’ by reducing food insecurity, increasing their ability to access and prepare whole, healthy foods from scratch and will deepen their understanding and engagement in making healthy food choices.

2. Describe the applicant’s experience in the administration of this or similar projects/programs, including the qualifications of personnel that will be directly involved in the management of this project/program.

VNA has significant organizational experience completing projects within required timeframes and within budget. These projects include multiple large-scale capital projects including construction of three new health centers. In addition, VNA over \$6 million dollars of grant funding each year to implement programs such as the Illinois Breast and Cervical Cancer Program. In addition, VNA is a WIC Provider for Aurora and the surrounding area.

An experienced and effective senior leadership team and management team leads VNA. Ms. Elizabeth Christoffel, Director of Wellness Services leads VNA’s community wellness programs including WIC, Family Case Management and Wellness and she would be the project director responsible for ensuring that program goals are met.

Ms. Christoffel joined VNA in 2013 and prior to this served as Maternal-Child Health Clinical Supervisor at the Kane County Health Department. Ms. Christoffel attended Northern Illinois University and received a Bachelor of Science in Family Social Service in 2001.

3. Is this project/program a collaborative effort with other entities? If so, please elaborate.

VNA will collaborate with Marie Wilkinson Food Pantry who will promote this program within the pantry and serve as a referral source. In addition, the pantry team will work with the VNA clinical dietician to include a display of recipes from each quarterly magazine, together with WIC approved ingredients, to encourage individuals to make healthy choices within the pantry and to raise awareness of the free nutrition education program that will feature the magazine recipes.

Organization Questions

1. Briefly describe your organization and its history. Include website and/or Facebook page if applicable.

VNA Health Care is a humanitarian, not-for-profit organization dedicated to providing compassionate, dependable and comprehensive primary care and community health services. Recognizing that each individual is unique and is to be treated with dignity, VNA extends quality care to individuals regardless of their ability to pay for service in accordance with established VNA charitable care policies.

VNA Health Care, formerly known as the Visiting Nurse Association of Fox Valley (VNA) is a 501(c)(3) organization that serves a predominantly low-income, at-risk minority population. VNA was founded in Aurora, Illinois in 1918 as a grassroots organization to assist those in need. This population identifies themselves as 65% Hispanic, 14% African American and 4% Asian; 98% of VNA patients fall at or below 200% of the Federal Poverty Level and 90% fall at or below 100% of the Federal Poverty Level. Approximately 38% of VNA patients are ineligible for insurance and are served on sliding fee scale based upon income.

VNA Health Care was founded in 1918 and now provides health care services to over 72,000 vulnerable individuals a year, with 210,000 patient visits to VNA's ten health centers located throughout the Greater Metropolitan Chicago region. VNA has five health centers within Kane County, three of these are located in Aurora and two in Elgin.

In 2002, VNA was recognized as a federally qualified health center (FQHC) and has been accredited by The Joint Commission since 2012 and has been certified through The Joint Commission as a Primary Care Medical Home (PCMH) since 2013.

VNA Health Care is among the top 4% of FQHCs in the nation based on the number of patients receiving medical care, the top 25% based on multiple health outcome quality measures and is one of the most efficient organizations with a cost-per-patient well below state and federal averages. VNA has been recognized by the Health Services and Resources Administration as a Quality Leader since the inception of this designation.

Website: www.vnahealth.com

Facebook: <https://www.facebook.com/VNAHealth/>

APPLICATION CHECKLISTS

In order to be considered for funding, applicants should submit a properly completed application form, the applicable questionnaire, and a variety of supporting documents, depending on the type of project or program proposed. A checklist of the required documents for each type of activity is provided below.

- Completed application, including project goals grid and questionnaire
- Project budget (itemize all project expenses and funding sources)
- Project timeline (attach a schedule for completing the project with key target completion dates listed)

APPLICANT CERTIFICATION

- Organization has already formally endorsed the Fit Kids 2020 Plan.
 Organization agrees to formally endorse Fit Kids 2020 Plan by October 1, 2019.

Applicant certifies that they have read and fully understand the guidelines that govern the Making Kane County Fit for Kids 2019 grant program. Applicant further certifies that all information furnished in/with this application is true and complete to the best of Applicant's knowledge and belief. If any information provided herein changes following the submission of this application, Applicant agrees to notify Fit for Kids, immediately. Applicant acknowledges that Fit for Kids may verify any information contained in/with this application, and submission of this application shall constitute Applicant's authorization for Fit for Kids to complete such verification as it deems necessary to determine the accuracy of this application and its suitability for funding. Applicant understands and agrees that if false information is provided in/with this application, which has the effect of increasing Applicant's advantage, Fit for Kids may disqualify this application and deem Applicant ineligible to receive any funds in the future. Applicant understands that Fit for Kids retains the right to reject any and all applications, and, in its sole determination, to waive minor irregularities. Applicant acknowledges by execution of this application that Fit for Kids will make such determinations with the fullest discretion allowable by law. Applicant will at all times indemnify and hold harmless Fit for Kids against all losses, costs, damages, expenses and liabilities of any nature directly or indirectly resulting from, arising out of, or relating to the Fit for Kids' acceptance, consideration, approval, or disapproval of this application and the issuance or non-issuance of funds herewith. Applicant further certifies that they do not discriminate on the basis of race, religion, color, sex, age, handicap or national origin; and that they are duly authorized by board resolution to cause this document to be executed.



Signature

5/24/2019

Date

Linnea Windel
Name (Printed)

President & CEO
Title (Printed)

**VNA Health Care
Fit For Kids Request
June 1, 2019 through May 31, 2020**

Revenues	Pending	Secured	Total
Kane County Fit for Kids	\$ 15,000		\$ 15,000
U.S.D.A. Fresh First		\$ 12,825	\$ 12,825
Total Revenues	\$ 15,000	\$ 12,825	\$ 27,825
Expenses			
Nutritionist wages, benefits and taxes for 1.5 hrs. weekly		\$ 7,825	\$ 7,825
Food for Demonstrations		\$ 5,000	\$ 5,000
Chop Chop Sprout magazine specific to WIC approved foods published quarterly in English and Spanish 3,750 copies X 4 Qtrs. @ \$1 ea.	\$ 15,000		\$ 15,000
Total Expenses	\$ 15,000	\$ 12,825	\$ 27,825
Net	\$ -	\$ -	\$ -