



November 10, 2009



Prepared for the Ruben Brown Foundation



Our health always seems
much more valuable after we
lose it. -- Author Unknown

Program Overview

- Begun in January of 2009, Keep It Fit Chicago is a Salvation Army program designed to combat the obesity epidemic. Our initial program was in the Englewood community.
- The program is run in collaboration with Rush University Medical Center, which provides management staff as well as 100 medical students to the project.
- At the heart of Keep It Fit Chicago are two main components:
 - **Health Teams**

Composed of family members, health practitioners, fitness instructors and program directors, these teams make an initial assessment of each person's current state of health and life goals. They then establish realistic goals for each individual family member, devise a strategy for attaining those goals, and draw up a contract for the families to sign. In order to motivate participants, the contracts tie specific behavioral goals to specific rewards.
 - **Family Encounters**

The second essential element to the Keep It Fit program are the mandatory monthly sessions that teach participants the theories and practices of healthy living. The overall goal of the program is to remove barriers to poor health and to provide the support necessary to assist families as they make important changes to their diet, exercise patterns, and attitudes about health.



Program Overview

The TSA/ Rush Partnership

- The Salvation Army (TSA) and Rush University Medical Center have joined together in order to address this epidemic in the Englewood community. Rush University has committed management staff as well as 100 students in medical and health related fields to the project. The Salvation Army has committed its staff and leadership as well as its Red Shield Community Center. The Red Shield Center, a \$13 million dollar facility in Englewood, hosts a state-of-the-art gym, a running track, ample classroom space, and a commercial grade kitchen.
- TSA continues to cultivate relationships with other medical facilities / schools to grow and expand reach of program.



Obesity: A National Epidemic

The Need

America's future depends on the health of our country. An estimated two-thirds of Americans are now considered to be overweight or obese, compared to a national average of 15% in 1980.



Obesity: A Local Issue

**“49% of Chicagoans
age 20 and older
are obese.”**

-Chicago Department of Health



Program Objectives

Objectives for Families

- Specifically, the goal is to help families change diet, exercise, and attitude patterns.
- Decrease BMI (Body Mass Index) of each child to a score below 30.
- Increase physical activity up to 30 minutes per day 5 days per week.
- Modify diet to reflect regular intake of fresh vegetables (5 servings per day).
- Increase number of meals eaten together by each family.
- Decrease time spent on video games and television.
- Change attitudes towards physical fitness and a healthy diet.

Program Objectives

- Objectives for Students
- Specifically, the goal is to help families change diet, exercise, and attitude patterns.
- Develop strategy for working with entire family systems.
- Develop a health practitioner's view that goes beyond patient with problem to person with possibilities.
- Gain a “real life” understanding of internal and external barriers that affect a person’s pursuit of positive health.
- Learn and teach strategies families can use to live a healthier lifestyle.



Implementation Methods

Implementation Methods

- Monthly group family encounters
- Individual family team encounters
- Education and practice events
- Physical activity programs
- Healthier environments
- Better nutrition services
- Leveraging personal relationships to encourage positive behavior
- Using tangible incentives to encourage sustained highly positive behavior

Summary Evaluation 2009 Program

Objective	Indicators	Results
Recruit 50 families and retain 50% over 6 month program	Number of families attend and finishing program	26 families completed the program which represents over 50% . 72% of the families surveyed rated the program as excellent or very good
Increase physical activity	Report number of hours spent in physical exercise each week	17 of 25 participants reported they exercised 4.41 times per week. 80% of participants indicated the program helped them increase physical activity in their life
Families will change attitudes toward physical fitness and healthy eating	Families will complete self-reports	23 of 25 participants responded they felt activities helped them achieve a healthier lifestyle



Evaluation

Comment from one participant:

“Overall this has been a great experience. I was partnered with two awesome Rush students who really took their time with my family and always showed concern for my well being. I am very grateful for this program so please keep up the great work, Keep It Fit / Rush University students.”

-Survey Participant #17



2010 Implementation Timeline

June 2009- October 2009	Planning and preparation
November 2009	Orientation and intake
December 2009	Team encounters
January 2010	Group encounter
February 2010	Group encounters
March 2010	Group encounters
April 2010	Group encounters
May 2010	Group encounters
June 2010	End celebration



Resources Needed

Keep It Fit Chicago

- Funding for incentives, activities and transportation
- Professional volunteers to lead on-going fitness, nutrition or wellness workshops
- Exercise equipment, clothing and food
- Literature on various health related topics to be given to program participants
- Creative Ideas to improve program and increase effectiveness

