



FACT SHEET: *GET MOVING!* HEALTH INITIATIVE

MAIN POINTS:

Mission: Develop one healthy, active community in the Rockford region.

- History:
 - Sixteen months ago a dozen key community leaders attended a national pioneering Healthy Communities conference in Washington.
 - Concerns for community health:
 - *Physical inactivity and poor diets are associated with up to 500,000 deaths each year.*
 - *The country's obesity rate has more than doubled in the past 20 years,*
 - *Over 60 million adults having a Body Mass Index (BMI) of 30 or higher.*
 - *Illinois is the 25th most obese state in the country and our children are the 14th most obese ("Trust for America's Health" 2007).*
 - *Over 500,000 adults in Illinois have diabetes, a condition more prevalent among minorities and those with weight and diet problems.*
 - *Only about half of the students in Rockford District 205 and Harlem District 122 are at normal weight, with the other half being either overweight or obese.*
 - This public health challenge has staggering social and economic implications.
 - With the understanding that successful healthy living projects engage all sectors of the community, this group returned from Washington and formed the local Pioneering Healthy Communities Initiative with the goal to:
 - *Get Moving is the culmination of Rockford's Pioneering Healthy communities.*

- Get Moving is:
 - A collaborative community effort to encourage a culture of active and healthy lifestyles in the Rockford region.
 - A major regional healthy living initiative that will engage all sectors of our society.
 - A community communications effort aimed at getting all residents to take charge of their lifestyle through communication pieces which:
 - Raise awareness,
 - Encourage healthier choices,
 - Get people connected with partner organizations.

- Get Moving has four specific goals
 - To increase the active living and healthy eating of youth ages 5 – 11
 - To advocate for policy changes that support healthy lifestyles
 - To use various communications media to increase public awareness
 - To support and partner with other organizations with similar goals to improve the well being of the people in the Rockford region.

BENEFITS OR CONSEQUENCES:

A community engaged in developing a culture of a healthy lifestyle:

- Will see more positive health indicators including: less obesity, fewer incidents of such long-term health issues such as diabetes or high blood pressure.
- School children and young adults making better choices in their eating habits and exercise choices.
- Citizens more engaged in physical activity which will encourage walking and biking as transportation choices.
- Help to attract young, educated professionals, most of whom are attracted to communities that promote a healthy lifestyle.
 - Live, work, and play.