



Leaders at the Core of Better Communities

2011 Annual Awards Program

Program Excellence Awards Nomination Form

Deadline for Nominations: March 11, 2011

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program being nominated: Healthy Highland Park

Jurisdiction(s) where program originated: Highland Park, IL

Jurisdiction population(s): 29,763

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented by or before January 31, 2010, to be eligible. The start date should not include the initial planning phase.)

Month: Jan Year: 2010

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Milwaukee, Wisconsin, September 2011. (Each individual listed MUST be an ICMA member to be recognized.):

Name: David Limardi

Title: City Manager Jurisdiction: Highland Park, IL

Name: Emily Palm

Title: Management Analyst Jurisdiction: Highland Park, IL

SECTION 2: Information About the Nominator/Primary Contact

Name of contact: Emily Palm

Title: Management Analyst Jurisdiction: Highland Park, IL

Street address: 1707 St. Johns Avenue

City: Highland Park State/Province: IL

Zip/Postal Code: 60035 Country: USA

Telephone: (847) 926-1004 Fax: (847) 432-7625

E-mail: epalm@cityhpil.com

ICMA Community Health and Safety Awards

Jurisdiction: City of Highland Park, Illinois

City/County Manager: David M. Limardi

Project Contact: Emily Palm, Management Analyst

Project Title: Healthy Highland Park Task Force

Problem Assessment:

The Healthy Highland Park Task Force is a collaboration among the City of Highland Park, Park District of Highland Park, NorthShore University Health System, the Lake County Health Department, and the residents of Highland Park. The Task force is a community service activity initiated by Highland Park's mayor and seeks to improve the quality of life and health for Highland Park residents. The Task Force aims to increase awareness, education, and participation in health, and fitness opportunities supported by local government, park district, and healthcare entities. The Task Force has been in existence since 2004 and seeks to provide educational and athletic opportunities to the residents of Highland Park.

Program Implementation, Costs, and Results:

Since 2004, the Task Force has received funding through an annual grant from the Healthcare Foundation of Highland Park. The City has been awarded a grant between \$40,000 and \$50,000 annually to initiate programming.

The primary objective of the Task Force is to improve the quality of life and health for Highland Park residents. In order to achieve this goal, the Task Force implements new programs each year. The Task Force has taken great strides to improve the welfare and lifestyles of the community. Below is a list of programs that the Task Force has implemented:

- Anti-Obesity Campaign

- Health Education Programming
- Anti-Smoking Campaign
- Diabetes Prevention Programming

In 2009, the Task Force implemented a community-wide weight loss challenge for Highland Park residents. Of the 256 people who registered, 99 participants completed the ten-week challenge and lost over 700 pounds. In 2010, 101 participants lost over 850 pounds. The City will continue similar programming in 2011.

The City currently broadcasts weekly programming on its Government Access Channel and Public Access Channel. The program addresses issues such as cancer, healthy eating, and the risks of smoking. In 2011, the City will continue to host panel discussions that feature professionals.

In 2007, the Task Force implemented an Anti-Smoking Campaign to support the State of Illinois' smoking ban. The City was the first smoke-free city in Lake County.

Additionally, the Task Force implemented programming for diabetes prevention in 2007. The City hosted community-wide glucose testing, as well as panel discussions on diabetes.

In order to implement the above programs, the Task Force has contracted with two outside project coordinators. The City Manager's Office oversees the coordinators. It is the responsibility of the coordinators to ensure each program is completed in a timely and satisfactory manner.

Lessons Learned:

The City is constantly learning as it continues with the Healthy Highland Park Task Force. One of the first lessons that the City learned was the importance of having health

professionals as Task Force members. These members understand the importance of a healthy community and are beneficial when implementing programs.

The City also learned how to advertise and promote health initiatives through different venues such as public access programming and newsletters. Additionally, the City learned that it is extremely important to be able to communicate to the entire community. Since there is a large Hispanic population in the community, the City used translators for several of the programs.

Finally, the City has learned how to structure the program so that it operates in an efficient and effective manner. For instance, the City has learned that it needs to create a thorough and detailed budget in order for it to continue receiving grants through the Healthcare Foundation.

Conclusion:

To conclude, the Healthy Highland Park Task Force was created to increase awareness, education, and participation in health, and fitness opportunities throughout the community. The Task Force has brought together a network of stakeholders interested in providing healthy initiatives to the community. Through initiatives such as an annual weight loss challenge and smoking cessation, the Task Force has been able to promote and encourage healthier lifestyles for Highland Park residents. The Task Force demonstrates that the welfare of the community is best addressed through networks of committed stakeholders that are interested in providing quality education and services.