

## N.E.W. Implementation Plan



<b>Group:</b>	Community Health Improvement Plan (CHIP)
<b>Program/Initiative</b>	Nutrition, Exercise & Weight (N.E.W.)
<b>Goal</b>	Increase awareness and utilization of community resources for nutrition, exercise and weight management in Kane County

### Implementation Plan

<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By June 2023, create a directory of free/low cost nutrition, exercise, and weight management programs in Kane County	<b>*Outcome/Impact Indicator</b> Outcome - a Kane County directory of free/low cost N.E.W. programs	<b>Objective Lead:</b> Faith Nyong – AMITA Health Deepa Deshmukh – DuPage Dietitians
	<b>Objective Team:</b> Uche Onwuta, Stacy Zeng, Claudia Reginato, Alyssa Boomgarden	

**Comments:**

Activities <i>(What are the steps you will do to accomplish the objective?)</i>	Target Dates for completion	Performance Metrics <i>(How will I know that we've successfully completed the activity)</i>	Activity Leads <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Take an inventory of existing resources and identify gaps in resources	January 1-June 1, 2022	List of existing resources List of needed resources	Nyong/Deshmukh
2. Map gaps/resources to the Socio-needs Index	March 1-June 1, 2022	Map of resources by socio-needs index	Nyong/Deshmukh
3. Identifying funding sources for printing/online resource directory	March 1-June 1, 2022	List of possible funding sources/Percent of completion	Nyong/Deshmukh
4. Engage community organizations in creating a culturally competent and linguistically appropriate resource directory (include 211)	March 1-June 1, 2022	Number of community organizations engaged in the creation of directory/target 3	Nyong/Deshmukh
5. Create a survey on utilization of services to determine baseline	June 1 - August 1, 2022	Data collection from organizations/target 5	Nyong/Deshmukh
6. Create online/pdf version of community resource directory	September 1-December 1, 2022	Completed directory posted online	Nyong/Deshmukh

\* Impact = how you will change attitudes, knowledge or behavior in the short term  
 Outcome = the long-term expected outcome

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<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By December 2024 establish at least 1 annual health promotional event(s) for N.E.W.	<b>*Outcome/Impact Indicator</b> - Number of health promotional events created per year	<b>Objective Lead</b> Uche Onwuta – KCHD Mike Hay - FVPD <b>Objective Team</b> Stacy Zeng, Mariana Martinez, Maria Aurora Diaz, Nayaab Sattar
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**Comments: The event would be similar to March Into Health, may need to have more than one event in different parts of the county so that it is accessible for all Kane County residents**

<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Collaborate with FVPD on a March 2022 health fair event	January 1-March 2022	Collaboration on event/target 1	Onwuta/Zeng/Hay
2. Identify partners to collaborate on this effort	January 1-April 2022	Number of partners identified/ at least 5	Onwuta/Zeng
3. Identify date and locations to host at least one annual N.E.W. event in Kane county, rotating location to make it accessible from all parts of the County	April 1-June 2022	Annual health promotion event date and location identified	Onwuta/Zeng
4. Host a N.E.W. health promotional event that is culturally and linguistically inclusive	March 1, 2022-March 2023	NEW event hosted/ target 1	Onwuta/Zeng
5. Utilize a calendar feature on Live Well Kane County website to promote health promotion events and link to KHC website calendar	Ongoing (starting January 1, 2022)	NEW events listed on both Live Well and KHC website calendars/ target 5 events	Onwuta/Zeng
6. Utilize cross promotional marketing activities to promote health promotional activities	Ongoing (starting January 1, 2022)	Number of marketing activities / target 2	Onwuta/Zeng

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<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By December 2024, at least 5 community organizations will be utilizing IRIS for free/low-cost nutrition, exercise and weight management referrals in Kane County	<b>*Outcome/Impact Indicator</b> - IRIS system created	<b>Objective Lead:</b> Alyssa Boomgarden - VNA Mary Carol MacDonald – AMITA Health <b>Objective Team:</b> Stacy Zeng, Claudia Reginato, Nayaab Sattar
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**Comments:**  
IRIS = Integrated Referral and Intake System

<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. IRIS Training for action team members	August 1, 2022- January 2023	100% of activity leads trained in IRIS	Boomgarden/Zeng
2. Create a protocol for managing referrals in IRIS	August 1, 2022- January 2023	NEW IRIS protocol	Boomgarden/Zeng
3. Create a profile in IRIS	January 1-June 2023	NEW IRIS profile	Boomgarden/Zeng
4. Promote IRIS referrals for N.E.W. services through outreach	Ongoing (starting January 1, 2023)	# of outreach events to promote IRIS referral	Onwuta/Zeng

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<b>SMART Objective</b> <i>(Specifically, what &amp; when do you hope to accomplish)</i> By September 2024, establish a marketing campaign to promote N.E.W. health fair, symposia, and resources.	<b>*Outcome/Impact Indicator</b> - N.E.W. marketing campaign	<b>Objective Lead:</b> Uche Onwuta – KCHD Stacy Zeng – KCHD Maria Aurora Diaz – AMITA Mariana Martinez - RCMC  <b>Objective Team:</b> Brett Meyer, Mike Hay, Rafael Martinez, Mariana Martinez, Maria Aurora Diaz
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**Comments:**

<b>Activities</b> <i>(What are the steps you will do to accomplish the objective?)</i>	<b>Target Dates for completion</b>	<b>Performance Metrics</b> <i>(How will I know that we've successfully completed the activity)</i>	<b>Activity Leads</b> <i>(Who is primarily responsible to do/update this Activity?)</i>
1. Identify partners willing to collaborate in the marketing campaign	January 1-June 1, 2022	List of campaign partners/target 5	Onwuta/Zeng
2. Create a backbone organization to help coordinate events and services (something similar to Fit for Kids for example)	March 1-June 1, 2022	Backbone organization created/target SOS application completed	Onwuta/Zeng
3. Develop a marketing plan	June 1-December 1, 2022	N.E.W. marketing plan/percentage of completion	Onwuta/Zeng
4. Develop a social media campaign	June 1-December 1, 2022	Social media plan/percentage of completion	Onwuta/Zeng
5. Create a video	January 1-June 1, 2023	Marketing video created/percentage of completion	Onwuta/Zeng
6. Conduct outreach during community events	Ongoing (starting December 1, 2022)	Outreach events/ target 5 events	Onwuta/Zeng
7. Utilize cross promotional marketing activities to promote health promotional activities	Ongoing (starting January 1, 2022)	Number of marketing activities / target 2	Onwuta/Zeng

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