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# Healthy Living Guide:

A Resource for Communities, Worksites,  
Schools, and Faith-Based Groups in  
Southern Illinois

Jackson County Healthy Communities Coalition  
& Franklin-Williamson Counties Healthy Communities Coalition



## Acknowledgments

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The purpose of this guide is to help you organize and find the resources you might need while creating a healthy environment where you live, work, or play. It is not to be all inclusive, but provide you with the means to help you get started. As you look through the resources listed, keep in mind to dig deeper for specific programming. The resources and materials listed in this guide are not original, but are compiled from various agencies and organizations.

**\*Look for the RED boxes while you explore the guide. They will provide you with tips and suggestions.**

**Media outlets help spread the word! Keep in mind when using this guide, media can help promote your efforts and help you deliver important messages related to your community.**

**To find a listing of health events in your area, visit <http://communityhealthcalendar.siuc.edu>**

*References are noted throughout the guide. See Bibliography (pg.32-33)*

## Table of Contents

---

*Community Assessment*.....pg.4-6

*Funding*.....pg. 7

*Media and Marketing*.....pg. 8-9

*Community*.....pg. 10-15

*Worksites*.....pg.16-20

*Faith-Based Groups*.....pg.21-26

*Schools*.....pg.27-32

*Bibliography*.....pg. 33-34

# COMMUNITY ASSESSMENT

**“Measurements are not to provide numbers but insight.” –Ingrid Bucher**

Identifying your community’s needs and resources is a very important part of the process. Not only do you get information to develop a community-based program, but it also helps to involve community members to gain their support from the beginning of your program. Initially, it is helpful to define your community, whether it is a faith-based community, worksite, school, or other community sharing a common culture, location and/or services (e.g., town, city, subdivision).



A needs assessment identifies the perceived needs of community members, helping the community to begin to prioritize and to create a plan to meet those needs. Different subgroups (e.g., groups identified by gender, age, race/ethnicity, geographical location, etc.) within a community may identify different needs. It is important to make sure that all subgroups within a community have input, either through fair representation by a group member or through direct feedback. As you plan to gather information, consider how you will analyze and interpret the data that you have collected as this will guide you in the process (see *Understanding the Data*).

### Conducting a Needs Assessment

There are multiple methods to conduct a needs assessment. Some information already exists in most communities. There are a surprising number of sources for this information, including:

- Health Data - [www.idph.state.il.us](http://www.idph.state.il.us)
- Police records (crime rates, traffic incidents)
- Chamber of Commerce (job outlook, unemployment)
- School districts (test scores, after-school programs)
- University/community college faculty/researchers (results from past similar research)
- Community service providers (e.g., hospitals, clinics, social services)
- Demographics- [www.census.gov](http://www.census.gov)

Gathering information directly from community members is also very helpful. Methods to do this include:

- Town Meeting/Public Forum
- Interviewing key informants
- Small Group Discussions (focus groups - equal representation of community members)
- Survey/Questionnaire (telephone, face-to-face, mail, internet)

To make sure that your group is getting the information you are looking for, look into issues of fair representation for all subgroups, confidentiality, potential bias, skilled group facilitation, and careful construction of survey questions. It may be helpful to look at other resources to assist with data gathering (see *Helpful Links*) or getting assistance from experienced researchers (e.g., community college/university faculty).

### Resource Inventory

Taking an inventory of available resources that currently exist within the community helps in the process of matching resources to identified needs. You may be pleasantly surprised to find resources that already exist, such as:

- Expertise of a community member gained through experience or training
- Physical facilities (e.g., public school gymnasium, walking path)

- Equipment (e.g., donations of exercise equipment going unused in basements)
- Inspiration from an enthusiastic community member

The process of identifying resources is similar to that of conducting a needs assessment. Some parts of this process can be incorporated into the needs assessment phase. For instance, in a survey, ask a question or two about what resources are known to be available or what an individual may be willing to contribute. You can also ask about possible resources when getting existing information (e.g., ask about the policy of community use of the gymnasium at the school, or if the university researcher can assist with the process of data gathering and analysis (see *Helpful Links*). It would also be useful to identify sources of financial support, either through community grants, sponsorship from a local business, private donations or fundraising activities.

### Understanding the Data

Making sense of the information you have just collected is an important part of the process. Take a careful look at the information you have gathered, how it describes the issue or what you can deduce from the information. You can do this by:

- Consolidating the information
- Comparing responses by groups
- Make inferences when appropriate (more complex analysis)

Some findings will be obvious, and some information may need to be looked at more closely. Mindful note-taking and reading body language is significant when hosting public forums/town meetings and focus groups. Identifying and limiting bias of both researchers and community members is very important. An understanding of survey basics is quite useful when gathering and analyzing information. Help with data analysis is available on some websites (see *Helpful Links*) or consider asking for assistance from an experienced consultant.

Once you have carefully looked at the information you have gathered, identified priorities, and matched existing resources to needs, you are ready to take action.

### Helpful Links

- Community Toolbox - <http://ctb.ku.edu/en/default.aspx>
- The Community Guide - [www.thecommunityguide.org/index.html](http://www.thecommunityguide.org/index.html)
- Applied Research Consultants - [www.arc.siu.edu](http://www.arc.siu.edu)
- SIUC Department of Health Education and Recreation Faculty – <http://web.coehs.siu.edu/public/her/faculty.php>
- Southern Illinois Common Collegiate Market - [www.siccm.com](http://www.siccm.com)

# Funding

**“Grant making is a multi-billion dollar per year business (Devine, 2009).”**

Looking for a way to pay for your ideas? There are key strategies when seeking a grant. Educate yourself about the different types of grants, what they're for, who's offering them, and what grant makers expect from you before they write that wonderful check. Keep in mind, not all initiatives require funding; many can be implemented at little to no cost. You may already have the people, talent, and resources you need at your disposal. But, if you need some additional help we've provided a few resources to get you started.

The following links are sources to search for available funding:

- Foundation Center - <http://foundationcenter.org>
- Grants.gov - [www.grants.gov](http://www.grants.gov)
- Kauffman Foundation - [www.kauffman.org](http://www.kauffman.org)
- National Institutes of Health - <http://grants.nih.gov/grants/guide>
- RGK Foundation - [www.rgkfoundation.org](http://www.rgkfoundation.org)
- Robert Wood Johnson Foundation - [www.rwjf.org](http://www.rwjf.org)
- Safeco Community Service and Philanthropy – <http://www.safeco.com/about-us/community-relations/safeco-community-service-philanthropy>
- The Bill & Melinda Gates Foundation - [www.gatesfoundation.org](http://www.gatesfoundation.org)
- The NEA Foundation - [www.neafoundation.org](http://www.neafoundation.org)
- William T. Grant Foundation - [www.wtgrantfoundation.org](http://www.wtgrantfoundation.org)
- W.K. Kellogg Foundation - [www.wkkf.org](http://www.wkkf.org)



# Media and Marketing

**“All of us who professionally use the mass media are the shapers of society...”**  
–William Bernbach

When starting your community-based program, it is important to convey your message using effective strategies. There are many different media resources available to help you succeed. The first step in working with the media is to design a concise message that you would like to convey to your audience.

Common questions to consider are:

- What is the message or problem you want to convey?
- Is there a solution to fixing your problem? If so, what?
- What needs to be done to get the media interested in addressing the problem?

After you have determined the answers to your questions, it is time to organize your resources to create a message easily noticed by others. Do this by assembling your thoughts and creating a game plan (APHA).

## **4P's of Social Marketing for your intervention:**

When designing your approach to spreading your message, consider using the 4 P's of marketing: Product, Price, Place and Promotion.

1. **Product:** What is the idea or health behavior change you are trying to sell to your audience? This product doesn't have to be something tangible, it could be selling people the idea that they need to stop smoking, start walking or monitor their asthma. The product is the main idea that you want to communicate to your audience.
2. **Price:** This is what your audience would have to potentially give up in exchange for the product. This price could be financial, but could also include emotional, psychological and physical costs. For example, a person who quits smoking pays the price of giving up their coping strategy for stress. This is a good time to examine the costs paid by the target audience to fulfilling the intervention.
3. **Place:** Think about where this new behavior or intervention will take place when it is adopted. This could be finding a nice location for people to walk when starting a walking club. If individuals are in a location where they feel safe, comfortable and have fewer barriers to participating, they are more likely to engage in the desired behavior.
4. **Promotion:** You must know your audience to effectively and concisely spread your message. Make your product appealing so that others will want to engage and continue the behavior. Marketing is not only about first impressions of a product but can have an impact on sustainability. Promotion allows you to influence your audience to change their knowledge, attitudes and beliefs so that they can make a lifestyle change.

There are many avenues to consider using when sending your message. Different populations utilize different venues for information. For instance, the younger population may prefer communication through technology (e.g., texting, social networks, and internet). The senior population may prefer newspapers or radio. Consider the following tips when identifying which media outlets to use and how to approach them:

- Create a media list of contacts that may be interested in/beneficial to your message.
- Designate a media spokesperson who can convey your message effectively.
- Create a news release that states the “who, what, when, where and why”.
- Write a letter to the editor to communicate your opinion.
- Present your argument in the Op-ed (opinion-editorial page) of a newspaper.
- Arrange an appearance with local media to do an interview.
- Sponsor a media event such as press briefing or news conference.

**The media can be your strongest advocate  
and greatly impact your programming.**

Find more detailed instructions and tips online:

- American Public Health Association:
  - APHA Media and Advocacy Manual  
[http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4DOC-A56C-C33DEC7F5A49/0/Media\\_Advocacy\\_Manual.pdf](http://www.apha.org/NR/rdonlyres/A5A9C4ED-1C0C-4DOC-A56C-C33DEC7F5A49/0/Media_Advocacy_Manual.pdf)
- Corporation for National and Community Service:
  - A Guide to Working With Media -  
[http://www.nationalservice.gov/pdf/Media\\_Guide.pdf](http://www.nationalservice.gov/pdf/Media_Guide.pdf)
- National Consumer Supporter Technical Assistance Center:
  - Working with the Media -  
<http://www.ncstac.org/content/materials/WorkingWiththeMedia.pdf>



# Community

**"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has." –Margaret Mead**

For the purposes of this guide, a community is defined as a group of people living in close proximity to each other, who share resources and services, and who interact with one another around common interests and goals. Encouraging *healthy living* should be a primary interest and goal for all communities. Smaller, more-focused communities (e.g., faith-based communities, worksites, schools) often exist within the larger community. When developing programs for the larger community, it is important to be sensitive, open and inclusive to all members of the community. This will help to maximize existing resources while minimizing the replication of services and ultimately build a stronger, more supportive community. This section will provide general principles as well as helpful hints on developing programs to inspire healthy living among members of your community.



### Access to Care

As communities begin working on a community health improvement plan, they need to take stock of the resources for health care available in their communities. It is important to identify if there are specific groups or subgroups within the community who have difficulty accessing medical/dental/mental services, what those services are, and what the barriers are to obtain those services. Once areas of need are identified (*See Community Needs Assessment*), communities can begin to work on improving access for their residents. In addition, communities should evaluate how “accessible,” the community is to individuals with visual or physical disabilities. In this section, we have listed some resources developed to address issues that may be helpful to other communities.

### Resource Directories

- Access SI - [www.accesssi.org](http://www.accesssi.org)
- Egyptian Area Agency on Aging (EAAA) Resource Manual - Copies available by contacting EAAA at (618) 985-8311 or [EgyptianAAA@midamer.net](mailto:EgyptianAAA@midamer.net)
- Franklin, Jackson, Union, and Williamson County Resource Cards - Available by contacting Southern Illinois Healthcare or the appropriate county health department.
- Jackson County Referral Resource E-Manual - [www2.sih.net/referralresourceE-manual.pdf](http://www2.sih.net/referralresourceE-manual.pdf)
- Southern Illinois Public Transportation Guide - [www.sirides.com](http://www.sirides.com)

### Alcohol, Tobacco, and Other Drugs

Alcohol, Tobacco and other Drugs can take a heavy toll on a community. Communities can be proactive in building awareness and supporting healthy living by recognizing health observances and partnering with local health providers on health promotion events.

- Local Resources:
  - ABC DUI Services - (618) 548-4490
  - Carbondale DUI and Counseling Program - (618) 457-4044
  - Chester Memorial Hospital - The Newmark Center - [www.mhchester.com](http://www.mhchester.com)
  - Community Health and Emergency Services, Inc. (CHESI) - [www.chesi.org](http://www.chesi.org)
  - Community Resource Center - (618) 533-1391
  - Delta Center, Inc. - [www.deltacenter.org](http://www.deltacenter.org)
  - Egyptian Public and Mental Health Department - [www.egyptian.org](http://www.egyptian.org)
  - Family Counseling Center, Inc. - (618) 658-2611
  - Fellowship House - [www.thefellowshiphouse.com](http://www.thefellowshiphouse.com)
  - Gateway Foundation, Inc. - [www.gatewayfoundation.org](http://www.gatewayfoundation.org)
  - Jefferson County Comprehensive Services, Inc. - (618) 242-1511
  - MASSAC County Mental Health - (618) 524-9368 x 201
  - Perry Counseling Center, Inc. - (618) 542-4357
  - Southern Illinois Regional Social Services (SIRSS) - [www.sirss.org](http://www.sirss.org)

- The H Group - [www.buildingbettertomorrows.org](http://www.buildingbettertomorrows.org)
- Thompson Counseling Services - (618) 242-4290
- Substance Abuse Treatment Facilities:
  - Fellowship House - [www.thefellowshiphouse.com](http://www.thefellowshiphouse.com)
  - Gateway Foundation - <http://recovergateway.org/>
  - Gibson Recovery Center, Inc. - [www.gibsonrecoverycenter.org](http://www.gibsonrecoverycenter.org)
  - Jefferson County Comprehensive Services Inc.: Vantage Point Substance Abuse Services - [http://www.jccsinc.info/Vantage\\_Point.aspx](http://www.jccsinc.info/Vantage_Point.aspx)
  - Southern Illinois Regional Social Services - [www.sirss.org/](http://www.sirss.org/)
  - St. Elizabeth's: Behavioral Health Care Services Department - [www.steliz.org](http://www.steliz.org)
  - The H Group - [www.buildingbettertomorrows.org/](http://www.buildingbettertomorrows.org/)
- Parents. The Anti-Drug - [www.theantidrug.com](http://www.theantidrug.com)
- Support Groups:
  - Alcoholics Anonymous (AA) - [www.aa.org](http://www.aa.org)
  - Freedom from Smoking - [www.ffsonline.org/](http://www.ffsonline.org/)
  - Narcotics Anonymous (NA) - [www.na.org](http://www.na.org)
  - Substance Abuse and Mental Health Services Administration - [www.samhsa.gov](http://www.samhsa.gov)
- Illinois Tobacco Quitline - [www.quityes.org](http://www.quityes.org) or 1-866-784-8937
- 40 Developmental Assets - [www.devassets.com](http://www.devassets.com)

### Children's Health and Safety

Our children are our future! Modeling healthy behavior and providing learning opportunities in a safe, enriching environment will ensure we have productive citizens to create a healthy community for years to come.

- Alliance for a Healthier Generation - [www.healthiergeneration.org](http://www.healthiergeneration.org) or [www.empowerme2be.org](http://www.empowerme2be.org)
- Car Safety Seats - <http://www.buckleupillinois.org/> or [www.nhtsa.gov](http://www.nhtsa.gov)
- Centers for Disease Control and Prevention: BAM! - [www.bam.gov](http://www.bam.gov)
- D.A.R.E. Program - [www.dare.com](http://www.dare.com)
- Developing Leaders:
  - Big Brothers Big Sister - [www.bbbs.org](http://www.bbbs.org)
  - Mentoring/Reinforcing Behavior - [www.mvparents.com](http://www.mvparents.com)
  - Search Institute - <http://www.search-institute.org/>
  - 40 Developmental Assets - [www.devassets.com](http://www.devassets.com)
- Neighborhood Watch Program - [www.usaonwatch.org](http://www.usaonwatch.org)
- Safe Guarding Children on the Internet - [www.illinoisattorneygeneral.gov/children/internet.html](http://www.illinoisattorneygeneral.gov/children/internet.html)
- Safe Routes to School - [www.saferoutesinfo.org](http://www.saferoutesinfo.org)
- Teaching Garden - <http://www.takepart.com/teachinggarden>

## Emotional Health

As communities evaluate the overall health of the residents in their community, it is important to include mental health concerns and evaluate the availability of resources to address those concerns. Mental illness affects around 20% of the adult population during any given year, and approximately 5-9% of children have a serious emotional disturbance (U.S. Department of Health and Human Services, 1999). Yet, mental health services are not readily available within most communities. Early intervention is key to preventing and successfully treating mental illness.

- Crisis Intervention - [www.crisisprevention.com](http://www.crisisprevention.com)
- Community Health and Emergency Services, Inc. (CHESI) - [www.chesi.org](http://www.chesi.org)
- Substance Abuse and Mental Health Services Administration - [www.samhsa.gov](http://www.samhsa.gov)
- Egyptian Public and Mental Health Department - [www.egyptian.org/index.html](http://www.egyptian.org/index.html)
- Hospice and Grief Resources:
  - Hospice of Southern Illinois, Inc. - [www.hospice.org](http://www.hospice.org)
  - Tip Hospice - <http://www.tiphospice.com/>
  - VNA Tip Healthcare - <http://www.vnatip.com/>
- Mental Health American - [www.nmha.org](http://www.nmha.org)
- National Alliance on Mental Illness - <http://www.nami.org/>
- Shawnee Health Service - [www.shsdc.org](http://www.shsdc.org)
- Southern Illinois Regional Social Services - [www.sirss.org](http://www.sirss.org)
- Suicide Prevention Lifeline - [www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org) or 1-800-273-TALK
- The H Group - [www.buildingbettertomorrows.org](http://www.buildingbettertomorrows.org)
- The Women's Center, Inc. - <http://www.thewomensctr.org/>

## Environmental Health and Safety

What are the environmental problems that we face as communities, as states, and as a country? Community's can help to change views on the environment by making the connection between environment and human health. Creating a favorable environment for business activity and providing a healthy and appealing environment for residents can be a core foundation for any community.

- Beautification Projects - [www.kab.org](http://www.kab.org)
- First Aid/CPR/AED:
  - American Heart Association - [www.heart.org/cpr](http://www.heart.org/cpr)
  - John A. Logan College - [www.jalc.edu](http://www.jalc.edu)
  - Red Cross - [www.redcross.org](http://www.redcross.org)
  - Rend Lake College - [www.rlc.edu](http://www.rlc.edu)
  - Shawnee Community College - [www.shawneecc.edu](http://www.shawneecc.edu)
  - Southeastern Illinois Community College - [www.sic.edu](http://www.sic.edu)

- Food Recall - <http://www.fda.gov/>
- Illinois Poison Center - 1-800-222-1222 or <http://www.mchc.org/ipc/>
- Reduce, Reuse, and Recycle - <http://www.southernrecyclingcenter.com/> or [www.epa.gov](http://www.epa.gov) or [www.recycle.com](http://www.recycle.com)
- Road and Street Signage - Contact your local or county street/highway department
- Traffic Safety - [www.dot.state.il.us/safety.html](http://www.dot.state.il.us/safety.html) or [www.cyberdriveillinois.com](http://www.cyberdriveillinois.com)

### Nutrition

Access to healthy food is key to eating well and eating well is key to healthy communities. Communities can support healthy eating by promoting farmer’s markets, supporting health challenges and promoting health events.

- American Community Garden Association: Community Gardens - <http://communitygarden.org>
- American Heart Association: Heart Healthy Grocery Shopping - [www.checkmark.heart.org](http://www.checkmark.heart.org)
- Farmer’s Markets - <http://www.localharvest.org/>
- USDA Choose My Plate- <http://www.choosemyplate.gov>
- Healthy Eating on the *GO!!*
  - Nutrition in the Fast Lane - [www.fastfoodfacts.com/about.aspx](http://www.fastfoodfacts.com/about.aspx)

**\*TIP: Choose healthy menu options at your local restaurants.**

### Physical Activity

Healthy communities inspire their residents to get and stay active. These communities work to ensure their community members have access to safe areas for recreation and promote parks, walking paths, bike paths and other opportunities for physical activity. Healthy Communities support physical activity events such as fitness walks, runs, day of play, ball leagues, etc.

- Bike Paths - [www.enjoyillinois.com](http://www.enjoyillinois.com)
- Start! Walking Paths - [www.sih.net](http://www.sih.net)

**\*TIP: Check with your local park districts, fitness, and recreation centers for existing physical activity programs and opportunities.**

### Additional Resources

- American Cancer Society - [www.cancer.org](http://www.cancer.org) or [www.acsworkplacesolutions.com](http://www.acsworkplacesolutions.com)
- American Diabetes Association - [www.diabetes.org](http://www.diabetes.org)
- American Heart Association - [www.heart.org](http://www.heart.org)
- American Stroke Association - [www.strokeassociation.org](http://www.strokeassociation.org)
- Arthritis Foundation - <http://www.arthritis.org/>
- Eat Smart/Move More - [www.eatsmartmovemorenc.com](http://www.eatsmartmovemorenc.com)
- Healthy People 2020 - [www.healthypeople.gov](http://www.healthypeople.gov)

**\*TIP: Don’t forget to check with additional partners such as: Local Health Departments, Chamber of Commerce, and Township Offices.**

- Illinois Department of Public Health - [www.idph.state.il.us](http://www.idph.state.il.us)
- Illinois Department of Transportation - [www.dot.state.il.us](http://www.dot.state.il.us)
- Illinois Environmental Protection Agency - [www.epa.state.il.us](http://www.epa.state.il.us)
- Southern Illinois Tourism Development Office - [www.adventureillinois.com](http://www.adventureillinois.com)
- University of Illinois Extension - [www.extension.uiuc.edu](http://www.extension.uiuc.edu)
- US Workplace Wellness Alliance - [www.uswwa.org](http://www.uswwa.org)
- US Government -
  - [www.healthierus.gov](http://www.healthierus.gov)
  - [www.foodsafety.gov](http://www.foodsafety.gov)
  - [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)
  - <http://www.in.gov/inshape/index.htm>
  - Let's Move (America's Move to Raise a Healthier Generation of Kids)-  
<http://www.letsmove.gov/>

# Worksites

**“For every \$1 spent on wellness, companies save \$3.48 on Health Care and \$5.82 in regards to Absenteeism (*Wellness Councils of America*).”**

“Over 75 percent of health care costs result from chronic illnesses, which are often preventable. From heart disease to cancer to diabetes, so many health problems could be prevented if only Americans opted for healthier lifestyles. Over the last decade or so, employers have realized that chronic illnesses are not just tragic for their employees, but also for their businesses, which endure soaring insurance premiums and the loss of productivity from unhealthy employees. For example, obese workers are two times more likely than others to have a high rate of absenteeism. That is why employers have taken a real interest in their workers’ health (Healthy Employees, 2008).”

This section of the guide is designed to give Southern Illinois businesses the necessary tools to provide a healthy and proactive workplace for all their employees.



### Access to Care

Many individuals in your workforce may not have access to essential health care services for various reasons, including but not limited to low income, no health insurance, high insurance deductibles, limited health insurance coverage, and/or lack of transportation. These individuals may be among your workforce. Employee education is important to keeping a healthy and productive workforce if your workplace offers health care benefits. If your workplace does not offer an official benefits plan, connecting employees to local health and social services resources is vitally important.

- Access SI - [www.accesssi.org](http://www.accesssi.org)
- Egyptian Area Agency on Aging (EAAA) Resource Manual - Copies available by contacting EAAA at (618) 985-8311 or [EgyptianAAA@midamer.net](mailto:EgyptianAAA@midamer.net)
- Franklin, Jackson, Union, and Williamson County Resource Cards - Available by contacting Southern Illinois Healthcare or the appropriate county health department.
- Jackson County Referral Resource E-Manual - [www2.sih.net/referralresourceE-manual.pdf](http://www2.sih.net/referralresourceE-manual.pdf)
- Southern Illinois Public Transportation Guide - [www.sirides.com](http://www.sirides.com)

### Alcohol, Tobacco, and Other Drugs

Making your workplace smoke free will lower your business costs and produce a healthier workforce! Protect one of your most important assets - your employees' health. Eliminating tobacco and other substance use in the workplace projects a positive image to the public and demonstrates pride in your business and the products and services your company delivers. Smoking cessation is the number one cost effective benefit employers can provide.

- Local Resources:
  - ABC DUI Services - (618) 548-4490
  - Carbondale DUI and Counseling Program - (618) 457-4044
  - Chester Memorial Hospital - The Newmark Center - [www.mhchester.com](http://www.mhchester.com)
  - Community Health and Emergency Services, Inc. (CHESI) - [www.chesi.org](http://www.chesi.org)
  - Community Resource Center - (618) 533-1391
  - Delta Center, Inc. - [www.deltacenter.org](http://www.deltacenter.org)
  - Egyptian Public and Mental Health Department - [www.egyptian.org](http://www.egyptian.org)
  - Family Counseling Center, Inc. - (618) 658-2611
  - Fellowship House - [www.thefellowshiphouse.com](http://www.thefellowshiphouse.com)
  - Gateway Foundation, Inc. - [www.gatewayfoundation.org](http://www.gatewayfoundation.org)
  - Jefferson County Comprehensive Services, Inc. - (618) 242-1511
  - MASSAC County Mental Health - (618) 524-9368 x 201
  - Perry Counseling Center, Inc. - (618) 542-4357

- Southern Illinois Regional Social Services (SIRSS) - [www.sirss.org](http://www.sirss.org)
- The H Group - [www.buildingbettertomorrows.org](http://www.buildingbettertomorrows.org)
- Thompson Counseling Services - (618) 242-4290

- Substance Abuse Treatment Facilities:
  - Fellowship House - [www.thefellowshiphouse.com](http://www.thefellowshiphouse.com)
  - Gateway Foundation - <http://recovergateway.org/>
  - Gibson Recovery Center, Inc. - [www.gibsonrecoverycenter.org](http://www.gibsonrecoverycenter.org)
  - Jefferson County Comprehensive Services Inc.: Vantage Point Substance Abuse Services - <http://jccsinc.info>
  - Southern Illinois Regional Social Services - [www.sirss.org/](http://www.sirss.org/)
  - St. Elizabeth's: Behavioral Health Care Services Department - [www.steliz.org](http://www.steliz.org)
  - The H Group - [www.buildingbettertomorrows.org/](http://www.buildingbettertomorrows.org/)
  
- Support Groups:
  - Alcoholics Anonymous (AA) - [www.aa.org](http://www.aa.org)
  - Freedom from Smoking - [www.fffsonline.org/](http://www.fffsonline.org/)
  - Narcotics Anonymous (NA) - [www.na.org](http://www.na.org)
  - Substance Abuse and Mental Health Services Administration - [www.samhsa.gov](http://www.samhsa.gov)
  
- Illinois Tobacco Quitline - [www.quityes.org](http://www.quityes.org) or 1-866-QUIT-YES (784-8937)

### Children's Health

Companies that offer day-care in the workplace contribute a significant benefit to the employee. As a result of the FMLA, employers are realizing that child care concerns are why most employees tend to miss work or are considered unproductive in the workplace. One way to address the problem is to support the close knit connection between parent and child throughout the day. Providing daycare that is both interactive and observed by the parent helps increase employee productivity and attendance.

- After School Programs in Your Area - [www.afterschool.gov](http://www.afterschool.gov)
- Developing Leaders:
  - 40 Developmental Assets - [www.devassets.com](http://www.devassets.com)
  - Big Brothers Big Sisters - [www.bbbs.org](http://www.bbbs.org)
  - Mentoring/ Reinforcing Behavior - [www.mvparents.com](http://www.mvparents.com)
  - Search Institute - <http://www.search-institute.org/>

### Emotional Health

Workplace stress is the harmful physical and emotional response that happens when there is an imbalance between job demands and a person's life.

- Crisis Intervention - [www.crisisprevention.com](http://www.crisisprevention.com)
- Community Health and Emergency Services, Inc. (CHESI) - [www.chesi.org](http://www.chesi.org)
- Substance Abuse and Mental Health Services Administration - [www.samhsa.gov](http://www.samhsa.gov)

- Egyptian Public and Mental Health Department - [www.egyptian.org/index.html](http://www.egyptian.org/index.html)
- Hospice and Grief Resources:
  - Hospice of Southern Illinois, Inc. - [www.hospice.org](http://www.hospice.org)
  - Tip Hospice - <http://www.tiphospice.com/>
  - VNA Tip Healthcare - <http://www.vnatip.com/>
- Mental Health American- [www.nmha.org](http://www.nmha.org)
- National Alliance on Mental Illness - <http://www.nami.org/>
- Shawnee Health Service - [www.shsdc.org](http://www.shsdc.org)
- Southern Illinois Regional Social Services - [www.sirss.org](http://www.sirss.org)
- Suicide Prevention Lifeline - [www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org) or 1-800-273-TALK
- The H Group - [www.buildingbettertomorrows.org](http://www.buildingbettertomorrows.org)
- The Women’s Center, Inc. - <http://www.thewomensctr.org/>

### Environmental Health and Safety

Many employers have manuals that establish health and safety practices, in addition to these manuals employers must provide on going training. The following are some resources to keep you up-to-date.

- Ergonomics - [www.ergonomics.org](http://www.ergonomics.org)
- First Aid/CPR/AED:
  - American Heart Association - [www.heart.org/cpr](http://www.heart.org/cpr)
  - John A. Logan College - [www.jalc.edu](http://www.jalc.edu)
  - Red Cross - [www.redcross.org](http://www.redcross.org)
  - Rend Lake College - [www.rlc.edu](http://www.rlc.edu)
  - Shawnee Community College - [www.shawneecc.edu](http://www.shawneecc.edu)
  - Southeastern Illinois Community College - [www.sic.edu](http://www.sic.edu)
- Food Recall - <http://www.fda.gov/>
- Illinois Poison Center - 1-800-222-1222 or <http://www.mchc.org/ipc/>
- Recycle - [www.recycle.com](http://www.recycle.com) or [www.recyclespot.org/business\\_tips.asp](http://www.recyclespot.org/business_tips.asp)
- Regulations - [www.osha.gov](http://www.osha.gov)
- Workplace Safety - [www.cdc.gov/workplace](http://www.cdc.gov/workplace)

### Nutrition

“In the U.S., two thirds of the population is overweight. The annual economic cost and burden of obesity insurance, paid sick leave, and other payments total \$12.7 billion (Wanjek, 2005).” Small changes in the workplace can mean major change for the health of the employees.

- Healthy Lunches - [www.usda.gov](http://www.usda.gov)
- Healthy Meetings - [www.acsworkplacesolutions.com/meetingwell.asp](http://www.acsworkplacesolutions.com/meetingwell.asp)

- Healthy Vending Machines - [www.healthyvending.com](http://www.healthyvending.com)
- *Lean Works!* - <http://www.cdc.gov/leanworks/>
- USDA Choose My Plate- [www.choosemyplate.gov](http://www.choosemyplate.gov)

## Physical Activity

“Not only do workplace wellness programs affect the physical and mental wellbeing of employees, it also increases productivity, company morale, and profits. Statistics show that those who participate in wellness programs have a 90% less turnover rate and 20% less absenteeism than those who do not participate (Soeteman, 2004).”

- Active For Life - [www.acsworkplacesolutions.com/activeforlife.asp](http://www.acsworkplacesolutions.com/activeforlife.asp)
- Start! Walking Program - [www.startwalkingnow.org](http://www.startwalkingnow.org)
- Weight Loss Plans - [www.weightwatchers.com](http://www.weightwatchers.com)

**\*Tip: Partner with your local fitness center to create a discount plan for your employees.**

## Additional Resources

- American Cancer Society - [www.cancer.org](http://www.cancer.org) or [www.acsworkplacesolutions.com](http://www.acsworkplacesolutions.com)
- American Diabetes Association - [www.diabetes.org](http://www.diabetes.org)
- American Heart Association - [www.heart.org](http://www.heart.org)
- American Stroke Association - [www.strokeassociation.org](http://www.strokeassociation.org)
- Arthritis Foundation - <http://www.arthritis.org/>
- Eat Smart/Move More - [www.eatsmartmovemorenc.com](http://www.eatsmartmovemorenc.com)
- Healthy People 2020 - [www.healthypeople.gov](http://www.healthypeople.gov)
- Illinois Department of Public Health - [www.idph.state.il.us](http://www.idph.state.il.us)
- Illinois Department of Transportation - [www.dot.state.il.us](http://www.dot.state.il.us)
- Illinois Environmental Protection Agency - [www.epa.state.il.us](http://www.epa.state.il.us)
- Southern Illinois Tourism Development Office - [www.adventureillinois.com](http://www.adventureillinois.com)
- University of Illinois Extension - [www.extension.uiuc.edu](http://www.extension.uiuc.edu)
- US Workplace Wellness Alliance - [www.uswwa.org](http://www.uswwa.org)
- US Government -
  - [www.healthierus.gov](http://www.healthierus.gov)
  - [www.foodsafety.gov](http://www.foodsafety.gov)
  - [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)
  - [www.choosemyplate.gov](http://www.choosemyplate.gov)

**\*TIP: Don't forget to check with additional partners such as: Local Health Departments, Chamber of Commerce, and Township Offices.**

# Faith-Based Groups

**“Without faith a man can do nothing; with it all things are possible.”  
- Sir William Osler**

Faith communities are a special unit of the larger community. They care about individual members’ physical, emotional, and spiritual health; have programs and services to support their members and the larger community; are places people turn when they are faced with problems; and have leaders who are widely respected. The faith community is a ready-made support group for its members and the community; it reaches individuals across the entire lifespan, which make it the ideal place to introduce wellness opportunities. This section of the guide provides resources to help a faith community determine what area(s) of health they can impact.



### Access to Care

Many individuals in your community do not have access to essential health care services for various reasons, including but not limited to low incomes, no health insurance, high insurance deductibles, limited health insurance coverage, and/or lack of transportation. These individuals are among your faith body. The trust between faith leaders and their members provides the perfect avenue to guide these members to local health and social service resources (Dixon, 2008).

- Access SI - [www.accesssi.org](http://www.accesssi.org)
- Egyptian Area Agency on Aging (EAAA) Resource Manual - Copies available by contacting EAAA at (618) 985-8311 or [EgyptianAAA@midamer.net](mailto:EgyptianAAA@midamer.net)
- Franklin, Jackson, Union, and Williamson County Resource Cards - Available by contacting Southern Illinois Healthcare or the appropriate county health department.
- Jackson County Referral Resource E-Manual - [www2.sih.net/referralresourceE-manual.pdf](http://www2.sih.net/referralresourceE-manual.pdf)
- Southern Illinois Public Transportation Guide - [www.sirides.com](http://www.sirides.com)

### Alcohol, Tobacco, and Other Drugs

Protect one of your community's most important assets - your member's health. Encouraging your members to eliminate tobacco and other substance use in their lives will not only help them but project a positive image to the public about your organization. The following are resources to help in counseling your members through a difficult process.

- Local Resources:
  - ABC DUI Services - (618) 548-4490
  - Carbondale DUI and Counseling Program - (618) 457-4044
  - Chester Memorial Hospital - The Newmark Center - [www.mhchester.com](http://www.mhchester.com)
  - Community Health and Emergency Services, Inc. (CHESI) - [www.chesi.org](http://www.chesi.org)
  - Community Resource Center - (618) 533-1391
  - Delta Center, Inc. - [www.deltacenter.org](http://www.deltacenter.org)
  - Egyptian Public and Mental Health Department - [www.egyptian.org](http://www.egyptian.org)
  - Family Counseling Center, Inc. - (618) 658-2611
  - Fellowship House - [www.thefellowshiphouse.com](http://www.thefellowshiphouse.com)
  - Gateway Foundation, Inc. - [www.gatewayfoundation.org](http://www.gatewayfoundation.org)
  - Jefferson County Comprehensive Services, Inc. - (618) 242-1511
  - MASSAC County Mental Health - (618) 524-9368 x 201
  - Perry Counseling Center, Inc. - (618) 542-4357
  - Southern Illinois Regional Social Services (SIRSS) - [www.sirss.org](http://www.sirss.org)
  - The H Group - [www.buildingbettertomorrows.org](http://www.buildingbettertomorrows.org)
  - Thompson Counseling Services - (618) 242-4290
  
- Substance Abuse Treatment Facilities:

- Fellowship House - [www.thefellowshiphouse.com](http://www.thefellowshiphouse.com)
- Gateway Foundation - <http://recovergateway.org/>
- Gibson Recovery Center, Inc. - [www.gibsonrecoverycenter.org](http://www.gibsonrecoverycenter.org)
- Jefferson County Comprehensive Services Inc.: Vantage Point Substance Abuse Services - <http://jccsinc.info>
- Southern Illinois Regional Social Services - [www.sirss.org/](http://www.sirss.org/)
- St. Elizabeth's: Behavioral Health Care Services Department - [www.steliz.org](http://www.steliz.org)
- The H Group - [www.buildingbettertommorrows.org/](http://www.buildingbettertommorrows.org/)

**\*Tip: For more information on local support groups, please contact the local substance abuse/treatment facility or hospital in your area.**

- Support Groups:
  - Alcoholics Anonymous (AA) - [www.aa.org](http://www.aa.org)
  - Freedom from Smoking - [www.ffsonline.org/](http://www.ffsonline.org/)
  - Narcotics Anonymous (NA) - [www.na.org](http://www.na.org)
  - Substance Abuse and Mental Health Services Administration - [www.samhsa.gov](http://www.samhsa.gov)
  
- Illinois Tobacco Quitline - [www.quityes.org](http://www.quityes.org) or 1-866-QUIT-YES (784-8937)

### Children's Health

Our children are our future. Modeling healthy behavior in the faith community will have a significant impact on the choices they make as adults. Encouraging young people to participate in a faith community makes them less prone to juvenile delinquency, makes them less likely to take risks, and helps them exhibit better health habits than their peers (Koenig, 2000). The faith community is the perfect organization to build the leadership skills our youth will need to be successful.

- Developing Leaders:
  - 40 Developmental Assets and Benefits of Youth on Your Faith Counsel - [www.devassets.com](http://www.devassets.com)
  - Big Brothers Big Sister - [www.bbbs.org](http://www.bbbs.org)
  - Mentoring/ Reinforcing Behavior - [www.mvparents.com](http://www.mvparents.com)
  - Search Institute - <http://www.search-institute.org/>
  
- Physical Activity Programming:
  - Get My Children Going - Southern Illinois Healthcare Health Ministry Library [jo.sanders@sih.net](mailto:jo.sanders@sih.net)

- Upward Sports (basketball, flag football, soccer, or cheer) - [www.upward.org](http://www.upward.org)
- Teaching Garden - <http://www.takepart.com/teachinggarden>

### Emotional Health

Stress is the harmful physical and emotional response that happens when there is an imbalance in a person's life. The faith community can be the crucial link to services when someone is suffering. Being the support system for a hurting member could be the most important role ever played in that person's life. The following are resources to help someone through a crisis.

- Crisis Intervention - [www.crisisprevention.com](http://www.crisisprevention.com)
- Community Health and Emergency Services, Inc. (CHESI) - [www.chesi.org](http://www.chesi.org)
- Substance Abuse and Mental Health Services Administration - [www.samhsa.gov](http://www.samhsa.gov)
- Egyptian Public and Mental Health Department - [www.egyptian.org/index.html](http://www.egyptian.org/index.html)
- Faith-Based Resources:
  - Caring Counseling Ministries - (618) 997-2129
  - Catholic Social Services of Southern Illinois - (618) 351-0743
  - Christian Counseling and Family Services - [www.ccfsonline.com](http://www.ccfsonline.com)
  - Lutheran Child and Family Services - 1-800-363-5237
  - Lutheran Social Services of Illinois - (618) 252-7361 or (618) 997-9196
- Hospice and Grief Resources:
  - Hospice of Southern Illinois, Inc. - [www.hospice.org](http://www.hospice.org)
  - Tip Hospice - <http://www.tiphospice.com/>
  - VNA Tip Healthcare - <http://www.vnatip.com/>
- Mental Health American - [www.nmha.org](http://www.nmha.org)
- National Alliance on Mental Illness - <http://www.nami.org/>
- National Alliance on Mental Illness- <http://jacksoncounty.nami.org/>
- Southern Illinois Coalition for the Homeless - 618-993-0094
- Shawnee Health Service - [www.shsdc.org](http://www.shsdc.org)
- Southern Illinois Regional Social Services - [www.sirss.org](http://www.sirss.org)
- Suicide Prevention Lifeline - [www.suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org) or 1-800-273-TALK
- The H Group - [www.buildingbettertommorrows.org](http://www.buildingbettertommorrows.org)
- The Women's Center, Inc. - <http://www.thewomensctr.org/>

### Environmental Health and Safety

"Faith leaders are trusted resources who know their families and significantly impact the way families see their world and their own possibilities to affect their environment (Cleveland- EPA Community Action for a Renewed Environment (CARE) Project, 2010)." Following are resources that can guide faith bodies to numerous topics that impact the environment, and hence, the health and safety of your members and the surrounding community.

- Beautification Projects - [www.kab.org](http://www.kab.org)
- Ensuring Children’s Safety and Security - [www.flumc.org/mp/pdf/the\\_church\\_nursery.pdf](http://www.flumc.org/mp/pdf/the_church_nursery.pdf)
  
- First Aid/CPR/AED:
  - American Heart Association - [www.heart.org/cpr](http://www.heart.org/cpr)
  - John A. Logan College - [www.jalc.edu](http://www.jalc.edu)
  - Red Cross - [www.redcross.org](http://www.redcross.org)
  - Rend Lake College - [www.rlc.edu](http://www.rlc.edu)
  - Shawnee Community College - [www.shawneecc.edu](http://www.shawneecc.edu)
  - Southeastern Illinois Community College - [www.sic.edu](http://www.sic.edu)
- Food Recall - <http://www.fda.gov/>
- Illinois Poison Center - 1-800-222-1222 or <http://www.mhc.org/ipc/>
- Reduce, Reuse, and Recycle - [www.epa.gov](http://www.epa.gov) or [www.recycle.com](http://www.recycle.com)
- Traffic Safety - [www.dot.state.il.us/safety.html](http://www.dot.state.il.us/safety.html) or [www.cyberdriveillinois.com](http://www.cyberdriveillinois.com)

**\*TIP: Contact local or county street/highway department for road or street signage issues.**

### Nutrition

“A recent study found that people who frequently attend faith gatherings are more likely to be overweight (Koenig, 2000).” We challenge you to defy the odds in your faith community. Determine to be a body that encourages and supports healthy nutrition choices at your potlucks and gatherings. A healthy body can serve the community more efficiently than an unhealthy body.

- Creating Healthy Eating Policies in your Faith Community:
  - Health Ministries Association - [www.hmassociation.org](http://www.hmassociation.org)
  - International Parish Nurses Resource Center - [www.parishnurses.com](http://www.parishnurses.com)
- Farmers Markets - [www.foodfunfolks.com](http://www.foodfunfolks.com)
- Nutrition Programs:
  - American Cancer Society (Nutrition Section) - <http://www.cancer.org/Healthy/EatHealthyGetActive/index>
  - BodyWorks - [www.womenshealth.gov/bodyworks/](http://www.womenshealth.gov/bodyworks/)
  - Fruits & Veggies-More Matters - [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)
  - Project POWER - [www.diabetes.org/in-my-community/programs/african-american-programs/project-power.html](http://www.diabetes.org/in-my-community/programs/african-american-programs/project-power.html)
  - USDA Choose My Plate- [www.choosemyplate.gov](http://www.choosemyplate.gov)
- Faith Based Programs for African American Churches
  - Project POWER - [www.diabetes.org/in-my-community/programs/african-american-programs/project-power.html](http://www.diabetes.org/in-my-community/programs/african-american-programs/project-power.html)

- Body and Soul - <http://www.cancer.org/MyACS/GreatLakes/ProgramsandServices/bodysoul>

### Physical Activity

The faith community can be the perfect place for members to gather, to play games, relieve stress, and socialize. Encouraging physical activity not only makes a healthier community of believers, but it can serve as a way to bond and get to know each other.

- Additional Physical Activity:
  - Arthritis Foundation, Southern Illinois Office - (618) 993-1777
  - Find other activities to host at your faith-based facility (e.g. aerobics, tai chi, yoga, Zumba, pilates, dance, etc.) - [www.cdc.gov/physicalactivity/index.html](http://www.cdc.gov/physicalactivity/index.html)
- Faith-Based Intramural Leagues - Talk with other faith-based communities about starting intramural sports leagues.
- Local Recreation Resources:
  - Park Districts - Visit or contact your local park districts
  - Recreation Centers - Visit or contact your local recreation centers
  - Bike Paths - [www.enjoyillinois.com](http://www.enjoyillinois.com)
  - Shawnee National Forest - [www.fs.usda.gov/shawnee](http://www.fs.usda.gov/shawnee)
- Local Start! Walking Paths - [www.sih.net](http://www.sih.net)
  - Walk to Jerusalem/Bethlehem - St. John Health 1-888-440-7325
  - Southern Illinois Hiking Trails - [www.dnr.state.il.us/lands/Landmgmt/Programs/hiking/region5.htm](http://www.dnr.state.il.us/lands/Landmgmt/Programs/hiking/region5.htm)
  - Leslie Sansone Walking Video Program - [www.lesliesansonevideos.com](http://www.lesliesansonevideos.com)
- Walking Programs:
  - American Heart Association Start! Walking - [www.startwalkingnow.org](http://www.startwalkingnow.org)
  - Get My People Going - International Parish Nurses Resource Center [www.parishnurses.com](http://www.parishnurses.com)

**\*Tip: Think about the dynamics of your faith community. What will be of specific interest to them? How can you utilize your facilities or those to which you have access?**

### Additional Resources

- American Cancer Society - [www.cancer.org](http://www.cancer.org) or [www.acsworkplacesolutions.com](http://www.acsworkplacesolutions.com)
- American Diabetes Association (PROJECT POWER) - [www.diabetes.org](http://www.diabetes.org)
- American Heart Association - [www.heart.org](http://www.heart.org)
  - [www.mylifecheck.heart.org](http://www.mylifecheck.heart.org)
  - <http://powertoendstroke.org/tools-power-sunday.html>
- American Stroke Association - [www.strokeassociation.org](http://www.strokeassociation.org)
- Arthritis Foundation - <http://www.arthritis.org/>
- Eat Smart/Move More - [www.eatsmartmovemorenc.com](http://www.eatsmartmovemorenc.com)
- Healthy People 2020 - [www.healthypeople.gov](http://www.healthypeople.gov)

- Illinois Department of Public Health - [www.idph.state.il.us](http://www.idph.state.il.us)
- Illinois Department of Transportation - [www.dot.state.il.us](http://www.dot.state.il.us)
- Illinois Environmental Protection Agency - [www.epa.state.il.us](http://www.epa.state.il.us)
- Southern Illinois Tourism Development Office - [www.adventureillinois.com](http://www.adventureillinois.com)
- University of Illinois Extension - [www.extension.uiuc.edu](http://www.extension.uiuc.edu)
- US Workplace Wellness Alliance - [www.uswwa.org](http://www.uswwa.org)
- US Government -
  - [www.healthierus.gov](http://www.healthierus.gov)
  - [www.foodsafety.gov](http://www.foodsafety.gov)
  - [www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)
  - [www.letsmove.gov](http://www.letsmove.gov)

# Schools

**“Growing numbers of children come to school with health-related problems and engage in negative health behaviors that sap their motivation to learn, endanger their health, and threaten their future - *The Council of Chief State School Officers.*”**

While academic success is the mission of education, schools will be more effective if measures are taken to address student’s overall health, including their social and emotional wellbeing. School environments that have policies that support overall wellbeing, while teaching students to value their own health, not only reach their academic goals but can help create healthier children.

Schools possess the opportunity to create an environment that is safe, supportive of healthy dietary choices, provide an opportunity for physical activity, and reward healthy behaviors. This section outlines the components of successful *coordinated school health programs*.



## So what is a Coordinated School Health Program (CSHP)?

“A coordinated school health program (CSHP) model consists of eight interactive components. Schools by themselves cannot - and should not be expected to - solve the nation’s most serious health and social problems. Families, health care workers, the media, religious organizations, public health departments, universities and colleges, community organizations and agencies that serve youth and the community, and young people themselves also must be systematically involved (CDC, 2008).” By working together and by communicating about our efforts we are better able to create a coordinated school health approach. The school wellness committee can serve as an excellent catalyst for implementing the eight components of coordinated school health. The eight components of CSHP can be seen in the graphic below.



The following are working descriptions of the eight components of a coordinated school health program (courtesy of the CDC - <http://www.cdc.gov/healthyyouth/cshp/> ) and examples of potential efforts that may be conducted within each of the components.

**Health Education:** “A planned, sequential, K-12 curriculum that addresses the physical, mental, emotional and social dimensions of health. The curriculum is designed to motivate and assist students to maintain and improve their health, prevent disease, and reduce health-related risk behaviors. It allows students to develop and demonstrate increasingly sophisticated health-related knowledge, attitudes, skills, and practices. The comprehensive health education curriculum includes a variety of topics such as personal health, family health, community health, consumer health, environmental health, sexuality education, mental and emotional health, injury prevention and safety, nutrition, prevention and control of disease including HIV/ AIDS and sexually transmitted diseases, and substance use and abuse. Qualified, trained teachers provide health education (CDC, 2008).”

For information on Characteristics of an Effective Health Education Curriculum visit the following web-site at <http://www.cdc.gov/HealthyYouth/SHER/characteristics/index.htm>

There are many excellent curriculums available. Examples of such curriculum include but are not limited to:

- CATCH (Coordinated Approach to Child Health) - <http://www.sph.uth.tmc.edu/catch/index.htm> or <http://www.sph.uth.tmc.edu/catch/educators.htm>
- The Michigan Model for Health® - <http://www.emc.cmich.edu/materials/default.htm>

You may also use the Health Education Curriculum Analysis Tool (HECAT) to conduct a clear, complete, and consistent analysis of your current health education curriculum based on the National Health Education Standards and CDC's Characteristics of Effective Health Education Curricula. See <http://www.cdc.gov/HealthyYouth/HECAT/index.htm> for more information and for a copy of the tool.

**Physical Education:** “A planned, sequential K-12 curriculum that provides cognitive content and learning experiences in a variety of activity areas such as basic movement skills; physical fitness; rhythms and dance; games; team, dual, and individual sports; tumbling and gymnastics; and aquatics. Quality physical education should promote, through a variety of planned physical activities, each student's optimum physical, mental, emotional, and social development, and should promote activities and sports that all students enjoy and can pursue throughout their lives. Qualified, trained teachers teach physical activity (CDC, 2008).”

The Physical Education Curriculum Analysis Tool (PECAT) is an assessment tool developed by the CDC to help school districts analyze their written physical education curriculum. For more information about PECAT visit <http://www.cdc.gov/HealthyYouth/PECAT/index.htm>.

One main goal of physical education is to have students moderately to vigorously active (MVPA) at least 50% of class time. There are various tools available to help monitor MVPA. Examples of such tools include but are not limited to:

- SOFIT (System for Observing Fitness Time Instruction) - [http://www.activelivingresearch.org/files/SOFIT\\_Protocols\\_06.01.09.pdf](http://www.activelivingresearch.org/files/SOFIT_Protocols_06.01.09.pdf)
- SOPLAY (System for Observing Play and Leisure in youth) - <http://www.activelivingresearch.org/node/10642>

There are also excellent physical education resources/ curriculum available. Examples of such resources/ curriculum include but are not limited to:

- CATCH (Coordinated Approach to Child Health) - [http://www.sph.uth.tmc.edu/catch/curriculum\\_pe.htm](http://www.sph.uth.tmc.edu/catch/curriculum_pe.htm)
- CATCH On To Health - [www.catchontohealth.siu.edu](http://www.catchontohealth.siu.edu)
- SPARK - <http://www.sparkpe.org/physical-education/middle-school/>

Schools can also use many tools to monitor student's progress. An example is listed below:

- Fitnessgram - <http://www.fitnessgram.net/home/>

**Health Services:** “Services provided for students to appraise, protect, and promote health. These services are designed to ensure access or referral to primary health care services or both, foster appropriate use of primary health care services, prevent and control communicable disease and other health problems, provide emergency care for illness or injury, promote and provide

optimum sanitary conditions for a safe school facility and school environment, and provide educational and counseling opportunities for promoting and maintaining individual, family, and community health. Qualified professionals such as physicians, nurses, dentists, health educators, and other allied health personnel provide these services (CDC, 2008).”

- National Assembly on School-Based Health Centers - [http://www.nasbhc.org/site/c.jsJPKWPFJrH/b.2561553/k.843D/about\\_sbhcs.htm](http://www.nasbhc.org/site/c.jsJPKWPFJrH/b.2561553/k.843D/about_sbhcs.htm)
- The National Association of School Nurses (<http://www.nasn.org/>) recommends at least one school nurse for every 750 students and they also advocate that school districts should provide a full-time registered nurse all day, every day for each school.2

**Nutrition Services:** “Access to a variety of nutritious and appealing meals that accommodate the health and nutrition needs of all students. School nutrition programs reflect the U.S. Dietary Guidelines for Americans and other criteria to achieve nutrition integrity. The school nutrition services offer students a learning laboratory for classroom nutrition and health education, and serve as a resource for linkages with nutrition-related community services. Qualified child nutrition professionals provide these services (CDC, 2008).”

- Choose My Plate - [www.choosemyplate.gov](http://www.choosemyplate.gov)
- HealthierUS School Challenge - <http://www.fns.usda.gov/tn/healthierus/index.html>
- Illinois State Board of Education - Fresh Fruit and Veggie grants - [http://www.isbe.state.il.us/nutrition/htmls/ffv\\_program.htm](http://www.isbe.state.il.us/nutrition/htmls/ffv_program.htm)
- Recommended Snack Policies - [http://www.schoolnutrition.org/uploadedFiles\\_old/SchoolNutrition.org/Child\\_Nutrition/Local\\_School\\_Wellness\\_Policies/SNALocalWellnessPolicyGuidelinesFinal.pdf](http://www.schoolnutrition.org/uploadedFiles_old/SchoolNutrition.org/Child_Nutrition/Local_School_Wellness_Policies/SNALocalWellnessPolicyGuidelinesFinal.pdf)
- School Nutrition Association - <http://www.schoolnutrition.org/>
- USDA - Team Nutrition - <http://www.fns.usda.gov/tn/>

**Counseling and Psychological Services:** “Services provided to improve students' mental, emotional, and social health. These services include individual and group assessments, interventions, and referrals. Organizational assessment and consultation skills of counselors and psychologists contribute not only to the health of students but also to the health of the school environment. Professionals such as certified school counselors, psychologists, and social workers provide these services (CDC, 2008).”

- Illinois School Counselor Association - <http://www.ilschoolcounselor.org/>
- School Social Work Association of America - <http://www.sswaa.org/>

**Healthy School Environment:** “The physical and aesthetic surroundings and the psychosocial climate and culture of the school. Factors that influence the physical environment include the school building and the area surrounding it, any biological or chemical agents that are detrimental to health, and physical conditions such as temperature, noise, and lighting. The psychological environment includes the physical, emotional, and social conditions that affect the well-being of students and staff (CDC, 2008).”

**Health Promotion for Staff:** “Opportunities for school staff to improve their health status through activities such as health assessments, health education and health-related fitness activities. These opportunities encourage school staff to pursue a healthy lifestyle that

contributes to their improved health status, improved morale, and a greater personal commitment to the school's overall coordinated health program. This personal commitment often transfers into greater commitment to the health of students and creates positive role modeling. Health promotion activities have improved productivity, decreased absenteeism, and reduced health insurance costs (CDC, 2008).”

- School Wellness Guide: A Guide for Protecting the Assets of Our Nation's Schools is a comprehensive guide that provides information, practical tools and resources for school employee wellness programs - <http://sew.cuesta.com/articles/EntireGuide.pdf>.

**Family/Community Involvement:** “An integrated school, parent, and community approach for enhancing the health and well-being of students. School health advisory councils, coalitions, and broadly based constituencies for school health can build support for school health program efforts. Schools actively solicit parent involvement and engage community resources and services to respond more effectively to the health-related needs of students (CDC, 2008).”

### **Overall Sustainability and Assessment**

- ***School Wellness Policy***
  - In the Child Nutrition and WIC Reauthorization Act of 2004, the U. S. Congress established a new requirement that all school districts with a federally funded school meals program develop and implement policies that address nutrition and physical activity by the start of the 2006-2007 school year.
  - *Key Components to Local Wellness Policy*
    - **Nutritional Quality of Foods and Beverages Sold and Served on Campus**
      - Breakfast and Lunch Guidelines (Appealing; Served in clean & pleasant setting; Meet minimum nutrition requirements; Offer variety of fruits and vegetables; Serve low-fat and fat-free milk; and Ensure that half of grains served are whole grain).
      - Free and Reduced-Priced Meals
      - Fundraising Activities
      - Qualification of School Food Service Staff
      - Rewards & Celebrations
      - Scheduling
      - School meals
      - Sharing of foods and beverages
      - Snacks
    - **Nutrition and Physical Activity Promotion and Food Marketing**
      - Communication with Parents
      - Food Marketing in Schools
      - Integration of Physical Activity into Classroom Setting
      - Promotion and Nutrition Education
      - Staff Wellness

- **Physical Activity Opportunities and Physical Education**
  - Daily Physical Education (P.E.) K-12
  - Daily Recess (Minimum 20 minutes a day)
  - Physical Activity Opportunities Before and After School
  - Physical Activity and Punishment
  - Safe Routes to School
  - Use of School Facilities Outside of School Hours
  
- **Monitoring and Policy Review**
  - <http://www.schoolwellnesspolicies.org/WellnessPolicies.html>

- ***School-wide Wellness Committee***
  - A School Wellness Committee, Council or Team is essentially an advisory group concerned with the health and wellbeing of staff and students. These teams can be formed at the district or school building level. If there is more than one building within the district, it is often beneficial to have both, as there are issues with staff and student age level that may vary between them.
  - These councils typically are about 10 in number and include school administration, school staff, community members, family members and students.
  - The committee is charged with informing families, teachers and students about the work the school is doing to improve the health and academic success of its students. They also act as a voice to ensure components of the health and wellness policy are implemented and continually assessed and evaluated for necessary changes.
    - [http://www.healthiergeneration.org/uploadedFiles/For\\_Schools/Helpful\\_Tools/08Toolkit\\_SWC.pdf](http://www.healthiergeneration.org/uploadedFiles/For_Schools/Helpful_Tools/08Toolkit_SWC.pdf)
  
- ***School Health Index (SHI)***
  - Developed by the Centers for Disease Control (CDC), the SHI is a free assessment and planning tool that schools can use to improve their health and safety policies and programs. The tool guides the user through the eight components of coordinated school health, identifying strengths and improvement opportunities while also guiding the action planning process for long and short term outcome goals.
  - The SHI currently addresses five health topic areas including:
    - Asthma - <http://www.cdc.gov/HealthyYouth/shi/index.htm>
    - Healthy Eating
    - Physical Activity
    - Tobacco Use Prevention
    - Unintentional Injury and Violence Prevention (Safety)

### **How A School or School District Can Get Started:**

- Create a Health & Wellness Committee.
- Complete the CDC's School Health Index.
- Evaluate what you are currently doing and create an action plan for your school.
- Incorporate health and wellness into your School Improvement Plan.

### **Additional Resources**

- Action for Healthy Kids - [www.actionforhealthykids.org](http://www.actionforhealthykids.org)
- Farm to School - [www.farmtoschool.org](http://www.farmtoschool.org)
- Food Allergy & ANA Phylaxis Network - [www.foodallergy.org](http://www.foodallergy.org)
- Harvest of the Month - [www.harvestofthemonth.com](http://www.harvestofthemonth.com)
- Illinois Nutrition Education and Training Program - [www.kidseatwell.org](http://www.kidseatwell.org)
- Let's Move – [www.letsmove.gov](http://www.letsmove.gov)
- CATCH (Coordinated Approach to Child Health)- [www.catchontohealth.siuc.edu](http://www.catchontohealth.siuc.edu)

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