

FORWARD Newsletter

March 2014

In This Issue

[Sugary Beverage Tax](#)

[Updates for Nutrition Label](#)

[Rethink Your Drink Toolkit](#)

[Funding for Schools](#)

[Youth Advisory Board](#)

[Educational Event for
Healthcare Providers](#)

[Well Woman Coalition
Meeting](#)

[Glenbard Parent Series](#)

[Human Race 5K](#)

Quick Links

[More About FORWARD](#)

5-4-3-2-1 Go!® During March

FORWARD will be focusing on the 5-4-3-2-1 Go!®* health education message during National Nutrition Month. All throughout March, we will be encouraging our partners to share stories, pictures and tips with us on our Facebook and Twitter pages about how they promote the 5-4-3-2-1 Go!® message. Join us!

*This message was created by the Consortium to Lower Obesity in Chicago Children (CLOCC). 5-4-3-2-1 Go! ® is a registered trademark and Copyright © 2004 Ann & Robert H. Lurie Children's Hospital of Chicago. All rights reserved. www.clocc.net

Bill to Create Excise Tax on Sugar Sweetened Beverages

Sugar-sweetened beverages are the single biggest source of added sugar in the American diet. Each day, more research continues to show the harmful and dangerous impacts of sugar. Sugar found in sugar sweetened beverages not only raises one's risk for chronic disease and obesity, the human and financial toll is a burden we can no longer afford.

On February 19, members of the Illinois Alliance to Prevent Obesity (IAPO) stood with Representative Robyn Gabel (D-18th District) and Senator Mattie Hunter (D-3rd District) at a press conference to announce the introduction of a bill [HB 5690/SB 3524] to fight the Illinois obesity epidemic and invest in Illinoisans' health through a penny-per-ounce excise tax on sugary beverages. The Healthy Eating Active Living (HEAL) Act is estimated to raise over \$600 million for prevention and health care.

Studies show that an excise tax like the one in the bill may reduce consumption of sugary beverages. A [study](#) in Illinois found that in just one year, the excise tax could lead to a 9.3% reduction of childhood obesity, could reduce 3,400 new cases of diabetes, and may save taxpayers more than \$150 million in state and private healthcare spending.

The proposal places half of the new revenue into a Wellness Fund to support initiatives that promote nutrition, physical activity, school health and wellness, oral health, access to healthy foods,

worksite wellness, and community-level public health leadership around obesity prevention. The other half of the funds will support the Illinois Medicaid Program, expanding the set of prevention services available to Medicaid recipients as well as restoring cuts to the program from previous years.

"We know our communities are suffering from obesity, diabetes, heart disease, and cancer. It is critically important to generate revenue to invest in solutions to these complex problems, especially in communities that are burdened the most by these diseases," said Representative Robyn Gabel (D-18th District).

Read IAPO's full press release [here](#).

New Nutrition Facts Label Proposed

The Food and Drug Administration and the White House recently proposed updating the Nutrition Facts label and changes to serving sizes for some packaged foods. These changes include the labeling of added sugars and incorporating more realistic serving sizes.

[Go here](#) to read more about the proposed changes.

New Resources

Illinois Alliance to Prevent Obesity: Rethink Your Drink Toolkit

Need ideas on how to educate people about the harmful effects of sugary beverages? Illinois Alliance to Prevent Obesity has created the ["Rethink Your Drink"](#) Toolkit with lots of ideas and activities for both kids and adults.

Funding Available for Schools

Action for Healthy Kids invites schools to apply for 2014-2015 School Grants for Healthy Kids. The grants will range from 500 to 5,000 dollars.

The funding is designed to help schools create or expand school breakfast programs, pilot universal breakfast programs or enhance their physical activity programs. Applications are due May 2.

Click [here](#) for more information.

Applications for Alliance for a Healthier Generation's Youth Advisory Board

The Alliance's Youth (ages 8-17) Advisory Board is one of the only youth-led advisory groups in the country focused on childhood obesity issues. The youth leaders provide a youth perspective to the Alliance as they strive to encourage young people across the nation to make healthy choices. Applications are due April 15. Click [here](#) for more information.

Upcoming Events

Educational Event for Healthcare Providers

What: Summit for Pediatric Obesity Prevention and Control
Date: Wednesday, May 14th, 2014
Location: Lindner Conference Center
610 E Butterfield Rd, Lombard, IL

More details coming soon at www.forwarddupage.org.

Well Woman Coalition Meeting

Date: April 10th, 2014
Time: 9am-11am
Location: DuPage County Health Department
111 N. County Farm Rd, Wheaton, IL 60187

All who work on women's health issues related to heart health, cancer, nutrition, tobacco cessation, etc. are invited to attend this meeting. Please click [here](#) to RSVP.

Glenbard Parent Series Event

Date: April 15, 2014

Location: Glenbard West High School

[Jean Kilbourne, Ed. D.](#) will speak at 7:00 pm. Her topic is the effects of media on self-image. All are welcome to this free event. Click [here](#) for more information.

DuPage County Human Race

Date: April 26, 2014

Location: Downers Grove

The DuPage County Human Race is a great way to get your exercise while supporting one of 50 local non-profit organizations! Please click [here](#) for more details and to register.

Need help on getting started? "[Couch to 5k](#)" has plenty of tips for beginners!

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