

(i) Project Abstract

The Enhanced Win With Wellness (E-WWW) Project is a collaborative project among eight partners who have signed an Memorandum Of Understanding. Our consortium includes (i) Stephenson County Health Department (SCHD); (ii) Carroll County Health Department (CCHD); (iii) the University of Illinois College of Medicine, Rockford, Department of Family and Community Medicine (UICOMR); (iv) Freeport Health Network (FHN); (v) Monroe Clinic Health System; (vi) United Way of Northwest Illinois; and our newest members (vii) Freeport School District #145, and (viii) OSF Saint Anthony College of Nursing.

A markedly higher proportion of adults in the target counties are obese, have a higher incidence of diabetes, and smoking, than in the state overall. Residents in these counties also have a higher CVD mortality rate and a higher rate of hospitalizations due to heart disease in Medicare populations as compared to state and national rates. To address these risk factors and building upon the previously federally funded Stephenson and Carroll County Healthy Living Project's (SCCHLP) Win With Wellness, E-WWW, is a multi-level, community based, collaborative initiative to address obesity and chronic disease risk, specifically cardiovascular disease risk in two rural counties located in northwest Illinois.

The overall goal of E-WWW is to reduce the burden of cardiovascular disease (CVD) in adults in Stephenson and Carroll counties by promoting healthy lifestyles and reducing obesity and chronic disease. Specifically, E-WWW, a Health Improvement Special Project (HISP) will address personal CVD risk factors identified by the CDC Heart Age calculator in a cohort of 325 eligible adults, ages 30-74 who will engage in community or worksite-based interventions for the 3 years of the project.

Using an ecological framework, E-WWW interventions address CVD risk factors at the individual, interpersonal, organizational and community/policy levels. Individual-level interventions include; CDC Heart Age assessment w/feedback, referrals to a primary care provider and/or tobacco Quitline and physical activity (PA) monitors with feedback. Interpersonal-level interventions include the evidence-based Taking Off Pounds Sensibly (TOPS) weight loss groups. Organizational-level interventions include health education sessions in worksites (HHW) and community & policy-level interventions include improving PA and nutrition environments and community-wide social media campaigns.

By implementing this multi-level project, we expect to increase awareness of CVD risk factors and reduce CDC Heart age. Expected outcomes include reduced weight, reduced BMI, increased PA, increased consumption of fruits and vegetables and action plans to improve the nutrition environment and walkability in select communities.

The SCHD is requesting a funding preference based on qualification 1 – Health Professional Shortage Area (HPSA) and qualification 2 – Medically Underserved Community/Populations (MUC/MUPs). (See Attachment 6).