



Appendix A: *We Choose Health* Letter of Intent

General Instructions

If you intend to submit a grant application under the *We Choose Health* program, you must first submit this Letter of Intent (LOI). Organizations failing to submit the LOI form by the deadline are ineligible to apply for funding. Note that submitting this form does not obligate you to submit a completed application.

Please fill out **all three** pages completely using Adobe Reader and submit by email to DPH.WeChooseHealth@Illinois.gov, no later than 5 p.m. CDT on Friday, May 18, 2012. You will receive a confirmation via e-mail within two business days. If you do not receive a confirmation, IDPH has not received your Letter of Intent.

Section I: Contact Information

Organization Name	Whiteside County Health Department
Street Address	1300 West 2nd Street
City, State, Zip Code	Rock Falls, Illinois 61071
Phone Number	(815) 626-2230
Website	www.whitesidehealth.org
Primary Contact	
Name	Beth Fiorini, MS
Title	Public Health Administrator
Phone Number	(815) 626-2230
Email Address	bfiorini@whitesidehealth.org
Secondary Contact	
Name	Marcia Widolff
Title	Director of Public Health
Phone Number	(815) 626-2230
Email Address	mwidolff@whitesidehealth.org

Type of applicant (check for primary applicant only; may check more than one if applicable)

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Local Health Department | <input type="checkbox"/> Public School System | <input type="checkbox"/> Non-profit |
| <input type="checkbox"/> County Government | <input type="checkbox"/> Private School System | <input type="checkbox"/> Private Association |
| <input type="checkbox"/> Municipal Government | <input type="checkbox"/> University | <input type="checkbox"/> Faith-based Organization |
| <input type="checkbox"/> Other Government | | <input type="checkbox"/> Volunteer Organization |
- Specify: _____
- ☐ Hospital or Hospital System
- ☐ Health Care Foundation
- ☐ Community Health Care Centers

Section II: About Your Potential Application

1. The proposed project takes place and impacts communities in Illinois excluding Cook, DuPage, Will, Lake, and Kane counties

☒ Yes ☐ No

Note: If you answered "no," your project is ineligible for this funding opportunity.

2. Please indicate which strategies you are considering for your application. Each menu option applies to one or more categories: Healthy Eating and Active Living; Smoke-free Living; Healthy and Safe Built Environments and Social and Emotional Wellness. Applicants must choose at least one strategy addressing Healthy Eating and Active Living and at least one strategy addressing Smoke-Free Living.

Healthy Eating and Active Living

(must choose at least one)

Smoke-free Living

(must choose at least one)

Healthy and Safe Built Environments

☐ Coordinated School Health

(includes Social & Emotional Wellness)

☐ Smoke-free Multi-unit Housing

☒ Smoke-free Public Places

☐ Safe Routes to School

☐ Complete Streets

☒ Baby Friendly Hospitals

☐ Joint Use Agreements

☒ Worksite Wellness

3. Briefly describe the geographic area your proposed project will impact.

The Whiteside county Health Department will act as the lead agency for a northwestern Illinois collaborative proposal which will include the counties of Whiteside, Lee, Stephenson, Ogle and Carroll. The combined population for this proposal is approximately 210,000 persons. Northwestern Illinois is a rural region with a great deal of poverty and little access to medical care. The entire region has had a dramatic downturn of manufacturing jobs in the past 10 years. The Whiteside County Community Health Clinic, a federally qualified health clinic, is the only community health center in the five counties and presently serves nearly 14,000 people from across the northwestern Illinois area. The center provide primary and preventative medical, dental and behavioral health services. There are three hospitals in the region that deliver babies and two smaller critical access hospitals.

Whiteside County is a poor county with a 2009 per capita income of \$22,956 compared to IL at \$ 41,045 and the US at \$38,846 (US Census Bureau). The trend for poverty continues to increase. According to the Regional Office of Education, the poverty rate in the ten public school districts in Whiteside County is currently 38.8%. The Illinois Department of Labor reports that the latest unemployment rate in Illinois was 10.9. Examining the impact of poverty over time, the 2000 Census reported poverty at or below 200% to be 24.3% for the county, and Sterling-Rock Falls, the population center, was 28.8%. More recent estimates of 100% of poverty show that Whiteside County has experienced a much steeper rise than the nation. From 2000-2005, Whiteside County poverty rose from 8.5% to 10.9% (an increase of 28%) compared to the US whose poverty level increased by 7% over this five year period.

The 2009 per capita income of Lee County was \$24,411, below the state average. The median household income in 2009 was \$46,901, below the state average. The 2010 annual average unemployment rate for Lee County was 11%; slightly higher than the state average. 10.5% of persons in Lee County fell below the poverty level, which is lower than the state average.

Carroll and Stephenson combined low-income population (defined as up to 200% poverty) is at 32.2%, while the Medicaid eligible is at 18.8%. Over 10% of the residents of these two counties are uninsured. Results of a 2009 Stephenson/Carroll Household Survey found that 5% of households have no source of healthcare. Current unemployment rates in Stephenson is 9.8%, while Carroll is presently at 9.5%.

Ogle County's 2009 per capita income was \$24,057. Latest unemployment rates in Ogle County are 11.3%. While the rate of poverty in Ogle County is not as bad as in the other four counties, still 23% of residents are below 200% poverty.

Aggregated data from the ICBFRS for this five county region show obesity to be at 26%, and smokers to be just over 19%. The 2008 Illinois Youth Survey reflect 76-79% of 12th graders have drank alcohol and 51-62% of 12th graders have smoked a cigarette. The Public Health Administrators of the five county region feel strongly that the "We Choose Health" grant is a great opportunity for northwestern Illinois to reduce mortality associated with chronic diseases associated with smoking, poor nutrition and obesity.


4. IDPH is encouraging applications reflecting broad-based regional collaboration, and will post information about received Letters of Intent on the *We Choose Health* website to help potential partners identify each other. Check this box ONLY if you DO NOT wish information about your Letter of Intent posted: ☐

Note: Even if you check this box, IDPH reserves the right to privately contact you and potential collaborators to encourage joint proposals.

Section III: Authorization

Please include a signature by a member of the applicant organization's executive staff. Electronic signatures are acceptable.

"I hereby authorize my organization to submit this Letter of Intent. I understand that this Letter of Intent in no way obligates my organization to submit a completed proposal."

Name (printed)	Beth Fiorini
Title	Public Health Administrator
Organization	Whiteside county Health Department
Signature	
Date	5/16/2012