



Real Men, Building Healthy Kids & Strengthening Families



Real Men Charities ♦ 7425 S. Michigan Ave ♦ Chicago, IL 60619 ♦ (773)651-8008 ♦
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MEDIA RELEASE

Real Men Growing Something Good in Englewood

Blue Cross and Blue Shield of Illinois Grant Spreads Health and Strengthens Families

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Thanks to funding from Blue Cross and Blue Shield of Illinois, Real Men Charities, Inc. has gotten a jump start on improving the quality of life in Englewood. The Real Men Charities program, “Building Healthy Kids and Strengthening Families,” is a collaboration with several community organizations and elementary schools. It teaches children ages 6-10 about healthy eating habits through practical demonstrations and firsthand exercises with food production and preparation.

RMC will provide nutrition education and cooking demonstrations in ten participating schools. Community Mental Health Council will provide demonstration facilities. The Beloved Family Community Center will host nutrition workshops for parents. Washburne Culinary Academy (a division of Kennedy King College) will provide tours and workshops for parents interested in careers in the hospitality industry.

Free, healthy meals will be served at workshops; there will be demonstrations of dancing as exercise; and participants will have an opportunity to win family packages of tickets to Real Men Cook on Father’s Day. Another highlight of the program will be a walking field trip to the “Eat to Live (E2L)” Urban Farm and the adjacent RMC Urban Garden in Englewood, where neighborhood residents will participate in planning and cultivation over the summer.

“Building Healthy Kids and Strengthening Families allows men to ‘rebuild the village’ as they work to change behavior, promote healthy eating habits, expose children to fresh foods and instruct them on simple food preparation – all related to reducing obesity, which is a plague in resource challenged communities like Englewood,” says Yvette Moyo Gillard, executive director of Real Men Charities, Inc. “Good things grow in Englewood,” she says, “and that goes for our children as well as the foods they should be eating.”

Dr. Carl Bell, president and CEO of the Community Mental Health Council, sees the collaboration with RMC as “An effective model for addressing social, emotional, and nutritional needs of both children and their parents. This is a program that builds skills, improves family relationships and changes lifestyles.”

Elementary schools in Englewood interested in being part of the program, which runs from September through December 2012, should call 773.651.8008 for additional information.



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BACKGROUND

Real Men Charities, Inc.

Project Coordinator

Yvette Moyo-Gillard
Real Men Charities

Real Men Charities, Inc. was founded in 1990 and has become known for its efforts in promoting healthy lifestyles. The organization manages a number of health awareness and prevention programs emphasizing child health, prostate cancer, HIV and diabetes. RMC is the presenting non-profit of Real Men Cook for Charity, the nationally acclaimed Father's Day Celebration, which features Health and Wellness zones.

<http://www.realmencook.com/RMCharities.html>

Lead Facilitator

Gerald Frazier
Real Men Charities

BACKGROUND

Community Mental Health Council

Program Evaluator

Dominica McBride, PhD
Community Mental Health Council

For more than 35 years, Community Mental Health Council, Inc. has helped tens of thousands of individuals and families who struggle with the challenges of mental illness. They have conducted groundbreaking research examining the effects of race, culture and ethnicity on behavioral health-care issues. They provide education and consulting services to the community, professionals, public entities and not-for-profit organizations.

<http://www.thecouncil-online.org/index.html>

Evaluation Intern

Caitlin Dunne
Community Mental Health Council

BACKGROUND

Blue Cross and Blue Shield of Illinois

With nearly 7 million members, BCBSIL, a Division of Health Care Service Corporation, a Mutual Legal Reserve Company, is the largest health insurance company in Illinois. Started in 1936, BCBSIL is committed to promoting the health and wellness of its members and its communities through accessible, cost-effective, quality health care. BCBSIL is an independent licensee of the Blue Cross and Blue Shield Association.



BlueCross BlueShield of Illinois

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