

**Local Implementation of the Wisconsin Nutrition and Physical Activity State Plan
Project Summary
January 2009-June 2010**

PLANNING GRANTS

Calumet County Obesity Response

Calumet County Obesity Response is a collaborative Nutrition and Physical Activity Campaign that will include local coalition development and training. The newly forming coalition will build upon well established programs in Calumet and Outagamie Counties, and will implement outcome based interventions as new programs are developed.

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Children's Council of Columbia County

The Columbia County Children's Council is proposing to do create an educated comprehensive coalition focusing on the topics of early childhood physical activity and consumption of fruits and vegetables. The Children's Council goal is to improve the education and awareness of how to increase physical activity and consumption of fruits and vegetables in children and their families in the community. We will develop a strategic plan to assist in the future to implement what is found through the planning process.

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Fox Valley Breastfeeding Coalition

The Fox Valley Breastfeeding Coalition seeks to increase breastfeeding initiation, duration and exclusivity rates in the Fox Valley area through regrouping our breastfeeding coalition. Our breastfeeding coalition is not newly formed, but has undergone several changes throughout the years. The Fox Valley Breastfeeding Coalition has been active sporadically when specific goals or topics have been addressed. There are many committed individuals who are not currently active in the Fox Valley Breastfeeding.

The Fox Valley Breastfeeding Coalition would like to re-develop into a coalition with a clear mission and goals. The group seeks to build new leadership dispersed as broadly as possible, with the focus of facilitation and collaboration. The coalition needs to have a planning capacity with active and effective communication among members of the coalition, and between coalition members and the community to ensure a solid foundation with a specific purpose and measurable outcomes.

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Merrimac Community Charter School

“Go On and Get Outside” all year (Project GO GO) is a public charter school placed-based and project-based initiative to bring a small community together around a common issue (how to address child-hood obesity in a rural community) utilizing a Community of Practice Approach model (CoPA).

The vision of Project GO GO is to create an “outdoor destination” for children, families and the community that is physically and nutritionally inviting all year round addressing physical inactivity

(i.e. T.V., video games, lack of organized activities in a rural community, and cold weather) and the related combination of snacking in addition to encouraging the consumption of more fruits and vegetables. Project GO GO will allow Merrimac Community Charter School to enhance and structurally facilitate a community network of key leaders (CoPA) to address these issues. Project GO GO will focus on the three essential elements of community building - engagement, imagination, and alignment.

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Monroe on the Go – Phase 1

We are submitting a proposal that will support implementation of the *Wisconsin Nutrition and Physical Activity State Plan* and that will address the *Healthiest Wisconsin 2010* health priorities of “Overweight, Obesity, and Lack of Physical Activity” and “Adequate and Appropriate Nutrition.” Our broad goal will be to form a sustainable community coalition that will specifically address the issues of poor nutrition, physical inactivity, and obesity in Monroe County. Because we are a newly formed coalition, we are submitting a *Planning Level* proposal that will help us build coalition capacity.

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N.E.W. (Nutrition, Exercise, Wellness) Coalition of Grant County

Our goal is to improve the quality of life and overall health of our community by decreasing obesity rates and enhancing fruit and vegetable consumption to improve nutrition. To facilitate this goal, we will develop a comprehensive educational and promotional outreach program that draws upon well founded researched, environmental and policy based strategies proven to be effective in promoting positive behavioral health changes in individuals residing in rural areas. We will also work in conjunction with current statewide efforts including the Healthy People 2020 initiative.

We will capitalize on existing relationships with community partners and programs as well as develop new relationships during the course of the planning grant cycle. We will develop a strategic plan for exercise/nutrition health improvement, policies and environmental change for adults and children that can be replicated and implemented by agencies, workplaces, and schools throughout Grant County given the limited resources and opportunities available in a rural setting.

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IMPLEMENTATION GRANTS

Challenge Chippewa

Challenge Chippewa is a county-wide nutrition and physical activity coalition working to promote lifelong fitness and wellbeing in Chippewa County, Wisconsin. While the coalition has been following a strategic process in its organization over the last 13 months to begin addressing overweight and obesity in our county, it does not currently have a formal, written strategic plan.

The purpose of this proposal is to continue the development of this coalition by completing a written strategic plan. Once the plan is completed, the coalition will move forward with its first project to develop objectives and implement intervention strategies to reduce sweetened beverage consumption in our youth. These objectives and intervention strategies will be developed to address sweetened beverage consumption across at least 4 of the 5 social-ecological model levels of change (individual, interpersonal, organizational, community and/or society levels).

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Education and Enforcement for Increased Walking and Bicycling in Brown County Communities

The first task of the new coordinator will be to form the Brown County Walking and Bicycling Advocacy Steering Committee with representatives from each of the existing community groups in Brown County. This group will help the coordinator develop a mission statement, the *Intervention Action Plan* for the grant and guide the activities of coordinator.

The second part of the program will be bicycle riding education at community sites. The coordinator will partner with existing programs at churches, parks, youth serving organizations and others. Priority will be given to groups interested in training an on-site instructor for future classes.

The third task for the grant coordinator will be to work with law enforcement officers. Local law enforcement officers are very interested in the safety of the community. Yet they lack the basic information they need to help enforce the laws that will keep bicyclists and pedestrians safe within the community. The grant coordinator will work with WI Department of Transportation to implement the recently developed training for law enforcement officers. The coordinator will also talk with the local technical school about incorporating this training into the courses taught in the Police Science program.

Lastly, the coordinator will market the 2009-2010 Brown County Bicycle Transportation Map. Developed as a collaboration between government agencies and private businesses, this map sold well in the first year of release. The second year should continue with strong sales and more bicycle commuter trips.

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Community Wellness Partnership of Marinette and Oconto Counties

Community Health and Improvement Process (CHIP) studies completed in 2006 by Marinette County and 2008 by Oconto County have identified obesity as a major health issue in the two counties. The same studies also report that fruit and vegetable intake by residents in both counties is insufficient. This problem is due to their limited access to large-scale grocery stores and markets that sell a wide range of healthy foods including fresh fruits and vegetables and is compounded by the lack of any significant public transportation system.

The Community Wellness Partnership of Marinette and Oconto Counties will use a social marketing planning approach to decrease obesity among WIC family children in the zero to five years age cohort that are living in Marinette and Oconto Counties. They will decrease obesity among the target population by reducing their consumption of foods high in calories but having little nutritional value and by increasing their consumption of fruits and vegetables. This objective will be achieved by improving the target population's access to fruits and vegetables. This will be accomplished by 1) expanding existing farmer's markets in Marinette County, 2) establishing a farmer's market in Oconto County, 3) establishing community gardens to coordinate the distribution of fresh seasonal produce to WIC participants on check voucher pick-up days, 4) promoting the establishment of small scale gardening efforts among low-income families with children 5) promoting economical and seasonal fruit vegetable consumption throughout the year.

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Coulee Region Childhood Obesity Coalition

The *Footsteps to Health Project* is a multilevel project of the Coulee Region Childhood Obesity Coalition designed to increase fruit and vegetable consumption among adults in the Coulee Region. Parents are the gatekeepers of what children consume in the home. They generally purchase and prepare the food their family eats. To increase children's fruit and vegetable consumption, parent's purchasing and food preparation habits must be influenced. The *Footsteps to Health Project* will influence the purchasing and food preparation habits of 3 Festival Foods grocery store patrons through individual in store contacts with shoppers (tastings, food preparation demos) and improvements in deli and grab and go counter offerings to include more fruits and vegetables. Project partners, in addition to members of the Coalition, include 3 Festival Foods stores (La Crosse, Onalaska, Holmen), Viterbo University and Gundersen Lutheran Medical Center.

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Healthier Cumberland 2015

Healthier Cumberland Coalition (HCC), formed in 2004, seeks to promote healthy lifestyle behaviors related to physical activity and dietary intake in Cumberland schools, worksites, churches, and health care facilities. Despite evidence-based interventions and an active coalition with diverse partnerships, persistent high rates of obesity among Cumberland adults, children and adolescents are evidence of continued need for coordinated programs in this rural community. Healthier Cumberland 2015 proposes to expand and strengthen HCC's impact in addressing obesity among Cumberland area adults and students by implementing environmental modifications, policy changes, and health interventions. The initial focus of the project will involve strengthening the coalition and building capacity by completing five evidence-based coalition training and planning activities by June 2009. Following the update of the coalition's strategic plan, interventions will address the target behaviors of increasing fruit and vegetable intake and reducing the consumptions of high energy dense foods. Through these activities, Healthier Cumberland 2015 goals are to reduce obesity (BMI \geq 30) among Cumberland area adults from a current rate of 36% to a rate of 30% and reduce overweight (BMI-for-age \geq 95th percentile) among Cumberland School District students from a current rate of 23% to a rate of 18% by 2015.

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Healthiest Polk County 2010: Taking Action Through Nutrition and Physical Activity

The Polk County Nutrition and Physical Activity Coalition (NPA Coalition) plans to decrease

overweight and obesity in Polk County residents by improving nutrition and physical activity and increasing organization and leadership within the coalition. This proposal targets the following health behaviors: increased physical activity participation; increased fruit and vegetable consumption; and increased breastfeeding initiation, duration, and exclusivity. Proposed activities will be implemented in multiple settings through the NPA Coalition's four committees: Community, School, Worksite, and Breastfeeding.

The four committees will coordinate activities to accomplish the grant objectives. The Community Committee activities include building a model multi-stakeholder cooperative that increases procurement of local produce to be used at local institutions such as hospitals, schools, restaurants, as well as individual use. The School Committee will assist schools with development of an active wellness committee and implementation of their wellness policy. The Worksite Committee will be organizing a multi-company Survivor Island Challenge that will challenge individual behavior, as well as promote environmental and policy changes for those businesses participating in the challenge. The Breastfeeding Committee will be aiding worksites in the development of a breastfeeding policy and appropriate lactation room.

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Healthy People Wood County – Why Wood County? For the Health of It!

It is a well known fact that our nation is facing an obesity epidemic of mass proportions. According to some researchers, for the first time in our history, children's life expectancies are expected to be shorter than their parents'. With a problem of this magnitude, many multi-faceted avenues, working at all levels of the Social-Ecological Model, are needed to reverse this trend. Healthy People Wood County's Overweight, Obesity and Lack of Physical Activity Community Implementation Team is working hard to address this problem in Wood County. By working with local schools, worksites, and grocery stores to create policies and environments that support healthy eating and physical activity, this epidemic can be reversed.

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Platteville Safe Routes to School

The Platteville Community Safe Routes Committee plans to implement an intervention program that will support the Platteville Safe Routes to School Plan. The Safe Routes to School Plan, being developed at this time, will address policy and environmental changes to encourage walking and biking in Platteville, and the proposed intervention strategy will help build long-term community-wide education and encouragement for the Plan.

Our proposed intervention strategy, The Freiker Program, is a method for counting bike and foot travel to schools and rewarding students for increasing this type of travel. The Freiker Program has been successful in many communities similar to Platteville and is a cost-effective and proven method that will create a focal point of education and encouragement for walking and biking issues in the community. Assessments conducted by the Committee identified education and awareness as critical to the long-term success of the Safe Routes to School plan. The proposed intervention strategy will accomplish this goal, as well as increase momentum to carry Committee efforts forward to additional community segments in the future.

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Portage County CAN Worksite Wellness Initiative

The Portage County CAN coalition is applying for a Level 1 Development Grant to implement a Worksite Wellness initiative. This initiative is designed to bring to Portage County Worksites: pre-existing resources in Portage County, state-wide tools and resources, current coalition initiatives, and training opportunities with the intent of creating sustainable and effective employee wellness programs designed to increase physical activity and healthy eating among Portage County residents.

This initiative comes from the Portage County CAN strategic plan which included the following Formative Assessments: a community focus group, survey of residents, and a community meeting to present the findings and involve community members in prioritization. Worksite Wellness was identified as a means to increase physical activity and healthy eating among adults during this assessment.

Coalition membership allows Portage County CAN to be a leader in the arena of Worksite Wellness for Portage County. The Portage County CAN Worksite Wellness Action Group is made up of UW-Stevens Point Health Promotion and Human Development faculty, Worksite Wellness professionals, Public Health Department staff, and a marketing and public relations director from the National Wellness Institute. Not only does the coalition have the capacity to address this issue, but more importantly, the community has the capacity. Portage County has a tremendous quantity of quality resources for physical activity and healthy eating; unfortunately they are underutilized. Portage County CAN will partner with worksites to create system wide changes that allow for increased awareness, availability, and accessibility to these resources that will empower Portage County residents to lead a healthier lifestyle.

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Waupaca County Community Gardens

Lifestyle choices including inadequate nutrition, lack of physical activity, and overweight, are important priorities from our Waupaca County Health Needs Assessment. These are targeted behaviors that negatively affect the health of adults and children alike. This project will concentrate primarily on the health behavior of improved nutrition to affect the growing incidence of overweight, obesity, and associated chronic disease in Waupaca County residents. Some efforts will be included to encourage gardening as a way to include physical activity in residents' lifestyles. Improved behaviors will be accomplished by building and sustaining the capacity of local NuAct Coalition and community partners to increase access to healthy fresh fruits and vegetables through the gardens (improved dissemination). Strategies will be implemented to increase the efficiency of production and distribution in the Waupaca Community Garden (WCG), and for the WCG to offer guidance, support, and resources to other communities (Clintonville, Weyauwega). Increased usability of garden produce will be accomplished by offering educational sessions at gardens, food pantries, senior nutrition sites, schools, and businesses. The project will involve professionals and volunteers from a variety of areas: ADRC, schools, business, and volunteer organizations. It will be a sustainable concept in our community environment by incorporating multiple partners. Policy and procedure changes will be introduced that will improve the health of Waupaca County community residents by improving access to healthy local produce.

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