

## **Local Implementation of the *Wisconsin Nutrition and Physical Activity State Plan* Intervention Action Planning Example**

The Wisconsin Nutrition, Physical Activity and Obesity Program and the Wisconsin Partnership for Activity and Nutrition (WI PAN) developed the *Wisconsin Nutrition and Physical Activity State Plan*. The State Plan provides a framework to help create and support environments that make it easier for all Wisconsin residents to make healthy food choices, be physically active and achieve and maintain a healthy weight. The State Plan emphasizes policy and environmental changes to support individuals in adopting and sustaining healthy lifestyles.

Coalitions, organizations, or groups that have already developed a strategic plan that supports the implementation of the [\*Wisconsin Nutrition and Physical Activity State Plan\*](#) are ready to develop an intervention action plan.

Interventions to prevent and control obesity should include an approach that creates environments, policies, and practices that support the improvements in dietary and physical activity behaviors of the target audience. Therefore, coalitions are expected to use a population-based theoretical framework, like the Social Ecological Model, to ensure environment and policy components are incorporated into the intervention(s). Moreover, intervention objectives and strategies should be determined **after** social marketing/formative assessment (at least 3 different techniques) of the target audience has been completed.

Thus, when planning an intervention, coalitions are expected to first conduct the necessary social marketing/formative assessment to understand the motivators and barriers related to their target audience. Then, coalitions can look for evidence-based strategies that might match up with those particular motivators and barriers. Once evidence-based strategies are chosen, the results from the social marketing/formative assessment can be used once again to determine *how* to implement the chosen strategies. The *how* includes considerations such as message creation and positioning, the packaging of intervention components, and developing key partnerships. Lastly, chosen strategies/objectives should be applied to the Social Ecological Model to ensure that the intervention's components address, at a minimum, environment and policy components that support individual behavior change.

### **Intervention Action Plan Example**

Below is an example of how to use the intervention action plan that coalitions are expected to use in designing interventions.

In this fictional example, the Health Communities Coalition of Golden County convened. Some key organizations on this coalition included a county public health representative, a school board member, the Chamber of Commerce, the local YMCA, the local farmers' market association, a local farmers collaborative, and University of Wisconsin-Extension representatives (horticulturist and family living agent). During their first six months, the coalition completed an asset map of the community, focus groups with county residents, and conducted a

survey to get county-level data on nutrition and physical activity determinants. From this initial formative assessment, the coalition developed a strategic plan. The strategic plan included the following overall goal:

- Create an environment in Golden County that promotes and supports healthy eating, being physically active, and a healthy weight.

The strategic plan also included the following outcome objectives to accomplish the abovementioned goal:

Long-Term Outcome Objectives:

- By 2015, reduce the prevalence of overweight and obesity amongst Golden County children by 6%.
- By 2015, reduce the prevalence of overweight and obesity amongst Golden County high school students by 6%.
- By 2015, reduce the prevalence of overweight and obesity amongst Golden County adult residents by 4%.

Intermediate-Term Outcome Objectives:

- By 2013, increase the number of fruit and/or vegetable servings eaten by Golden County children each day by 10%.
- By 2013, increase the number of fruit and/or vegetable servings eaten by Golden County high school students each day by 10%.
- By 2013, increase the number of fruit and/or vegetable servings eaten by Golden County adults each day by 10%.
- By 2013, increase by 10%, the percentage of Golden County children that are physically active for at least 60 minutes a day.
- By 2013, increase by 10%, the percentage of Golden County high school students that are physically active for at least 60 minutes a day.
- By 2013, increase the percentage of Golden County adults who are moderately active for at least 150 minutes per week by 10%.

After the strategic plan was completed, the coalition began to determine their next steps toward developing an intervention action plan. Based on their membership, asset map, and the initial formative assessment results, the coalition felt they were best suited to address access to fruits and vegetables in their **community** as a means for addressing their overall goals for their county. The following depicts the steps the coalition used to develop their intervention action plan:

<b>Intervention Action Plan Steps:</b>	<b>Sample Intervention:</b>
<p><b>Step One: Identify a health outcome and health behaviors to address</b></p> <ul style="list-style-type: none"> <li>• Selecting and targeting specific health outcomes, health behaviors and target audiences increases the likelihood for a more successful intervention.</li> <li>• Begin by defining your health outcome, which is what you want to see happen as a result of the intervention</li> <li>• Select health behaviors that will help you accomplish your health outcome; it is recommended that you select both a nutrition and physical activity behavior</li> </ul>	<p><b>Health Outcome:</b> Decrease the prevalence of overweight and obesity amongst Golden County residents (children, adolescents, and adults)</p> <p><b>Health Behavior:</b> Increase fruit and vegetable consumption amongst Golden County residents (children, adolescents, and adults)</p>
<p><b>Step Two: Determine the target audience(s)</b></p>	<p><b>Primary Target Audience:</b></p>

<ul style="list-style-type: none"> <li>• Determine who you want to impact; selecting a target audience will help you effectively tailor intervention components in later steps</li> <li>• The primary target audience is whose behavior you are trying to change; whereas a secondary target audience influences the behavior of the primary target audience.</li> <li>• You may want to utilize some of the formative assessment completed as part of development of the strategic planning to help with the selection of a target audience</li> </ul>	<ul style="list-style-type: none"> <li>• Adults (18-65) in Golden County</li> </ul> <p><b>Secondary Target Audiences:</b></p> <ul style="list-style-type: none"> <li>• Children &amp; Adolescents in Golden County</li> <li>• Local Farmers &amp; Producers</li> <li>• Local Grocery Store Owners/Operators</li> </ul>				
<p><b>Step Three: Collect the Formative Assessment</b></p> <ul style="list-style-type: none"> <li>• This step allows you to “get to know” your target audience(s)</li> <li>• Utilize the asset mapping results completed for the development of the strategic plan to determine existing partners or resources in your community that could assist with the intervention</li> <li>• Use at least <b>3</b> different formative assessment techniques to get to know your target audience(s); when appropriate, utilize the formative assessment completed for the development of the strategic plan</li> <li>• When analyzing, look for common barriers, issues, and themes that can be used to determine your intervention objectives and strategies</li> </ul>	<p><b>Formative Assessment Results:</b></p> <ul style="list-style-type: none"> <li>• Completed a Fruit and Vegetable Audit; results indicated poor access to fruits and vegetables (low number of outlets in community to access fruits and vegetables). Several farmers in the area; no farmers’ market.</li> <li>• Completed focus groups with adult residents; participants noted a lack of access to fresh produce in county and a lack of skills for selecting and preparing fruits and vegetables</li> <li>• Completed key informant interviews with 12 local farmers; interest in starting a farmers’ market; farmers are worried about the cost associated with starting a market and how they can get produce to county residents</li> <li>• County-wide survey on nutrition and physical activity determinants revealed low adult fruit and vegetable consumption; includes questions about consumption, knowledge of selecting and preparing fruits and vegetables, and inclusion of fruits and vegetables in family meals</li> </ul>				
<p><b>Step Four: Determine objectives and strategies</b></p> <ul style="list-style-type: none"> <li>• Set SMART Objectives:  <b>Specific</b> – Objectives should specify what you want to achieve.  <b>Measurable</b> – You should be able to measure whether you are meeting the objectives or not.  <b>Achievable</b> - Are the objectives you set, achievable and attainable?  <b>Realistic</b> – Can you realistically achieve the objectives with the resources you have?  <b>Time</b> – In what time frame will it be done?</li> <li>• When determining objectives and strategies, consider the formative assessment results and the health outcomes/health behaviors you have already determined</li> </ul>	<p>Based on formative assessment, the following intervention objectives and strategies were selected:</p> <p><b>Behavioral Objective:</b> By June 2010, increase the number of fruits and/or vegetables servings that are eaten by Golden County adults by 1 serving each day.</p> <table border="1" data-bbox="873 1149 1969 1453"> <thead> <tr> <th data-bbox="873 1149 1129 1219"><b>Social Ecological Model Levels:</b></th> <th data-bbox="1129 1149 1969 1219"><b>Intervention Objectives &amp; Strategies</b></th> </tr> </thead> <tbody> <tr> <td data-bbox="873 1219 1129 1453"><b>Individual Level</b></td> <td data-bbox="1129 1219 1969 1453"> <p><b>Objective:</b> By June 2010, increase Golden County residents’ knowledge of how to prepare and select fruits and vegetables by 25%.</p> <p><b>Intervention Strategies:</b></p> <ul style="list-style-type: none"> <li>○ 15 fruit and vegetable recipes will posted to the Golden County website</li> <li>○ Fruit and vegetable selection tips will be featured by the produce section in the 2 grocery stores in the county</li> </ul> </td> </tr> </tbody> </table>	<b>Social Ecological Model Levels:</b>	<b>Intervention Objectives &amp; Strategies</b>	<b>Individual Level</b>	<p><b>Objective:</b> By June 2010, increase Golden County residents’ knowledge of how to prepare and select fruits and vegetables by 25%.</p> <p><b>Intervention Strategies:</b></p> <ul style="list-style-type: none"> <li>○ 15 fruit and vegetable recipes will posted to the Golden County website</li> <li>○ Fruit and vegetable selection tips will be featured by the produce section in the 2 grocery stores in the county</li> </ul>
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<ul style="list-style-type: none"> <li>• Intervention objectives are organized by the levels of the Social Ecological Model to ensure the intervention components address individual behavior and environment and policy changes needed to support the desired individual behavior.</li> <li>• Use evidence-based or best-practice strategies when possible and applicable</li> <li>• Review available toolkits and resources based on the setting and/or target behavior you have chosen to help you determine appropriate activities for your intervention. Examples include the Wisconsin Worksite Wellness Resource Kit, Active Community Environments Toolkit, Got Dirt?, What Works in Schools, etc.</li> <li>• Individual behavior change is hard without the right policies and environmental supports in place. You may want to focus on one site or setting to start your initiative and then build from there</li> <li>• For multi-component interventions, think about objectives and strategies by settings (home, school, worksite, community, healthcare, childcare, etc.) and target behaviors</li> </ul> <p><b>Additional Notes:</b></p> <ul style="list-style-type: none"> <li>• Objectives can be written as process and outcome objectives. Process objectives include details about things that need to be done; whereas the outcome objectives detail what happens as a result of the things that are completed.</li> <li>• Strategies can also be written in a SMART format, but don't have to be.</li> </ul>	<p><b>Interpersonal Level</b></p>	<p><b>Objective:</b> By June 2010, increase the number of Golden County residents that include fruits and vegetables in meals by 15%.</p> <p><b>Intervention Strategy:</b></p> <ul style="list-style-type: none"> <li>○ Family meal ideas, that include fruits and vegetables, will be featured in the county's newspaper</li> <li>○ Family meal idea/tips will be featured at the 2 grocery stores in the county</li> <li>○ Cooking classes to be held monthly at the library</li> </ul>
	<p><b>Organizational Level</b></p>	<p><b>Objective:</b> By June 2010, at least 5 of the businesses in Golden County will be implementing 1 or more strategies to increase employees' access to fruits and vegetables.</p> <p><b>Intervention Strategy:</b></p> <ul style="list-style-type: none"> <li>○ Farm-to-Work; a Community Supported Agriculture Farm drop off site would be established at the work place (allows farmers to get produce to employees).</li> <li>○ Vending; offer additional fruit and vegetable choices (refrigerated vending required)</li> </ul>
	<p><b>Community Level</b></p>	<p><b>Objective:</b> By April 2010, make at least 1 change to Golden County's food environment to improve residents' access to fruits and vegetables.</p> <p><b>Intervention Strategy:</b></p> <ul style="list-style-type: none"> <li>○ Establish a farmers' market</li> <li>○ Assist farmers in establishing Community Supported Agriculture (CSA) Farms; encourage residents to purchase a share in a CSA farm</li> </ul>
	<p><b>Public Policy/Policy Level</b></p>	<p><b>Objective:</b> By December 2009, the county board will consider at least 1 ordinance to support increasing access to fruits and vegetables in Golden County.</p> <p><b>Intervention Strategy:</b></p> <ul style="list-style-type: none"> <li>○ Introduce an ordinance that would provide county farmers with a tax credit for creating a market or starting a CSA farm</li> </ul>

<p><b>Step Five: Determine the measures for evaluating the intervention (evaluation plan)</b></p> <ul style="list-style-type: none"> <li>• Review your health outcome, health behavior(s), objectives and strategies to determine the measures that are needed to demonstrate the target audience has been impacted</li> <li>• Evaluation measures can be both process and outcome-oriented</li> <li>• Consider evaluation methodology throughout your intervention planning</li> <li>• Think about evaluation standards for measures by: <ul style="list-style-type: none"> <li>• <b>Utility:</b> Who needs the evaluation results? Will the evaluation provide relevant information in a timely manner for them?</li> <li>• <b>Feasibility:</b> Are the planned evaluation activities realistic given the time, resources, and expertise at hand?</li> <li>• <b>Propriety:</b> Does the evaluation protect the rights of individuals and protect the welfare of those involved? Does it engage those most directly affected by the program and changes in the program, such as participants or the surrounding community?</li> <li>• <b>Accuracy:</b> Will the evaluation produce findings that are valid and reliable, given the needs of those who will use the results?</li> </ul> </li> <li>• Consider using some of the formative assessment techniques to collect baseline (pre) and post measures for your intervention. For example, using the Fruit &amp; Vegetable Audit Tool to get a sense of the county's environment during the formative assessment can also be used to show change over time (post) as a result of the intervention</li> <li>• Evaluation techniques should be used before, during, and after your intervention is completed.</li> </ul>	<p><b>Evaluation Measures for the Intervention:</b></p> <ul style="list-style-type: none"> <li>• Fruit &amp; Vegetable Audit Tool; used to measure increased access to fruits and vegetables in the county's environment (e.g. # of farmers' markets, CSA farms, farm stands)</li> <li>• County-wide survey on nutrition and physical activity determinants (adult respondents); used to measure pre/post fruit and vegetable consumption and related predictors of consumption (e.g. knowledge of fruits and vegetables)</li> <li>• Worksite Environmental Assessment; used in businesses in the county to assess employees' access to fruits and vegetables (e.g. # of fruits and vegetables available in the cafeteria and in vending)</li> </ul> <p><b>Before the Intervention:</b></p> <ul style="list-style-type: none"> <li>• Collect pre-Fruit &amp; Vegetable Audit Tool (can use results that were collected during Step 3 as a baseline for your intervention)</li> <li>• Collect pre-County-Wide Survey (can use results that were collected during Step 3 as a baseline for your intervention)</li> <li>• Collect pre-Worksite Environmental Assessment</li> </ul>
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<p><b>Step Six: Implementation</b></p> <ul style="list-style-type: none"> <li>Once the intervention has been designed, it is ideal to pilot test, evaluate, and revise intervention components as necessary.</li> </ul>	<ul style="list-style-type: none"> <li>Determine who will be responsible for each of the intervention’s objectives and related activities: <ul style="list-style-type: none"> <li>Health Communities Coalition Member Roles: <ul style="list-style-type: none"> <li>Ann—Completing the Fruit &amp; Vegetable Audit Tool in all 3 communities in county</li> <li>Joe—Convene local farmers to discuss increasing access to fruits and vegetables</li> </ul> </li> </ul> </li> <li>Determine resources that will be needed to implement the intervention <ul style="list-style-type: none"> <li>.10 FTE needed to organize coalition member activities to implement the intervention</li> <li>Estimated Funding Needed: \$15,000</li> </ul> </li> </ul>
<p><b>Step Seven: Evaluate the Intervention</b></p> <ul style="list-style-type: none"> <li>Evaluation techniques should be used <b>before, during, and after</b> your intervention is completed.</li> <li>Throughout the intervention period, check to see if the intervention components are being implemented as planned and if there is a need to revise intervention components based on new feedback from the target audience</li> </ul>	<p><b>Continued from Step Five...</b></p> <ul style="list-style-type: none"> <li><b>During the Intervention:</b> Coalition members conducted key informant interviews with employers to assess their perception of how the implementation of the farm-to-work component was going; and conducted similar interviews with farmers. As a result, changes were made to the intervention to address the identified issues.</li> </ul> <p><b>After the Intervention:</b> Coalition members completed a post-Fruit and Vegetable Audit Tool and a post-county-wide survey to determine the impact of their intervention on county residents (especially the target audience, adults). Additionally, they repeated the Worksite Environmental Assessment to determine if employees’ access to fruits and vegetables had improved as a result of the farm-to-work and vending intervention components.</p>