

*Healthiest Wisconsin 2020 Everyone Living Better, Longer*, is the public health agenda that identifies priority objectives for improving health and quality of life. Through a coordinated approach, we can strengthen our capacity to improve health across the lifespan and eliminate health disparities and achieve health equity.

#### ACTIVE COMMUNITIES

- Vision: Healthy, Vibrant Active Communities
- Communities will be built in such a way as to promote opportunities for physical activity to be intrinsically part of all residents' lives to meet the recommendations for physical activity.

*Wisconsin Nutrition, Physical Activity and Obesity State Plan 2013*

#### POPULATION HEALTH CHALLENGE

- Only 53% of the adult population meets the minimum physical activity recommendation of 150 minutes or more of aerobic physical activity per week.
- Only 21% of the adult population meets both the aerobic and muscle strengthening physical activity recommendation per week.
- There are disparity differences, but because of sample size, most are within the confidence interval of the highest percentage group.
- Only 49% of the high school population meets the minimum physical activity recommendation of 60 minutes or more of aerobic physical activity at least five days per week
- Only 30% of the adult population meets the minimum muscle strengthening recommendation of two or more times per week.

(2013 BRFSS data and 2013 YRBS data)

#### ACTION TEAM FOCUS

- Better coordination and use of resources by various groups that are working in one or more of the key strategy areas.

#### PRIORITIES (DRAFT)

- Create more Walkable/ Bikeable Neighborhoods or Increase Healthy Community Design
- Increase Active Transportation Options and Trips
- Increase Number of Kids Walking or Safe Routes to School
- Increase Access & Use of Recreation Facilities
- Create Sufficient Infrastructure to Support Initiatives

#### MEASURABLE OBJECTIVES OR INDICATORS

- To be determined

#### IMPORTANT RESOURCES

- Wisconsin Active Communities Alliance web page  
<http://www.activecommunitieswi.org/>
- Wisconsin Active Communities web page and toolkit  
<http://www.dhs.wisconsin.gov/physical-activity/active-communities/index.htm>
- Wisconsin Department of Transportation  
<http://www.dot.state.wi.us/localgov/aid/saferoutes.htm> and  
<http://www.dot.state.wi.us/localgov/aid/tap.htm>
- Wisconsin Chapter of the American Planning Association  
<http://www.wisconsinplanners.org/>
- Wisconsin Park and Recreation Association <http://www.wpraweb.org/>

## ACTION TEAM PROGRESS

	Plan	Implement	Communicate
	<b>Actions</b>		<b>Timeline</b>
Plan	Convene stakeholders, map assets and gaps		Occuring May – Nov 2014
	Identify resources and potential strategies		Asset map drafted – Aug 2014. Initial strategy list near completion Nov 2014
	Analyze, discuss & prioritize strategies		Nov 2014 meeting of core partner group
	Collectively decide on priorities		Early 2015
Implement	Develop action plan (objectives, milestones, accountability, how progress will be measured)		Spring 2015
	Implement action plan and monitor progress		Spring – Summer 2015
Communicate	Monitor and evaluate progress		TBD
	Communicate and promote results		TBD

### SUPPORT THE ACTION TEAM – ACTION OPPORTUNITIES

- Contacting and interviewing additional partners
- Meet with full Action Team in early 2015
- Set priorities as a group – Spring 2015
- Implement relevant aspects of the priority strategies

### ACTION TEAM POINT OF CONTACT

- Jon Morgan 608-266-9781, [jonathon.morgan@wi.gov](mailto:jonathon.morgan@wi.gov) or
- Colleen Moran 608-261-8868, [Colleen.Moran@dhs.wisconsin.gov](mailto:Colleen.Moran@dhs.wisconsin.gov)

### ALIGNMENT WITH CDC CHRONIC DISEASE PREVENTION STRATEGIES AND MEASURES (1305)

#### Design streets and communities for physical activity

- Number of communities that develop and/or adopt a pedestrian or transportation master plan
- Percent of adults or youth who have increased physical activity through walking
- Percentage of adults or youth who are overweight or obese