

## **Healthy Lifestyle Grant Recipients, June 2006 – May 2007 Project Summaries**

### **Healthy People Wood County**

The Healthy People Wood County (HPWC) will educate 5 local businesses in Wood County using the experience and reference of the Healthy Lifestyles Marshfield Area Coalition and WI DPH Worksite Wellness toolkit. Selected individuals from each worksite will attend informational meetings to discuss healthy options available in their area for work and family needs. These program meetings include lunch and discuss topics such as physical activity and active living, nutrition and healthy eating, tobacco prevention and cessation, stress management, workplace ergonomics, adult immunization, and family health. Equipped with information from these meetings and the DPH toolkit, representatives will disseminate health knowledge and share resources with their co-workers. Measurable objectives, such as promoting healthy lifestyle behavior to a minimum of 100 employees and coordinating health fairs at each worksite, will be evaluated with surveys during and at the end of the one year pilot.

### **Sheboygan County Coalition for Kids' Activity and Nutrition**

The Sheboygan County Coalition for Kids' Activity and Nutrition will focus on increasing awareness of the role of nutrition and physical activity in the prevention of cancer. With knowledgeable and active contacts in three local businesses, the coalition strives to motivate colleagues to take steps on wellness through nutrition and physical activity (intervention) programs that they plan to implement. Key contacts will attend monthly coalition meetings and organize separate business subcommittees. All coalition members will collectively develop actions plans to address steps to keep employees healthy. Plans and communication with employees occur through face-to-face meetings, email, and mail. Using information from the Worksite Wellness Kit and collected pre-assessment surveys of fruit/vegetable vending machine sales, the plan will include a baseline as a method of evaluation. Other plan endeavors include special awareness days, periodic farmer's market, informative pamphlets and brochures, and a team challenge motivating employees and families to organize into competing teams measuring fruit/vegetable intake and time spent on physical activities. Participation in these events, a 5% increase in fruit/vegetable vending sales, and written samples will be used for monitoring progress and evaluation.

## **Healthy Eating Active Living (HEAL) of Marathon County**

Healthy Eating Active Living is a community coalition of Marathon County interested in introducing a worksite health promotion program as described in Healthy People 2010 at two local worksites. Targeted at the adult working population, the effort is to develop action plans to implement policies and programs that promote healthy options at work, create opportunities for physical activity, and increase fruit and vegetable consumption. A Project Manager, employed by the Marathon County Health Dept. will work with selected representatives from two local businesses to complete an assessment and develop action plans for model nutritional physical activity wellness programs. One local resource is the local community coalition Healthy Eating Active Living. This subcommittee of 41 employers functions to share develop, and communicate strategies that empower the workforce and community to make choices for healthier lifestyles. The program criteria will focus on health education, supportive social and physical environments, integration of worksite program, linkage to related programs, worksite screening programs, follow up intervention, and the evaluation and improvement process. Meeting these criteria will form the basis of 5 objectives to be met for evaluation and monitoring purposes by June 30, 2007.

## **Coulee Region Childhood Obesity Coalition**

The Coulee Region Childhood Obesity Coalition will carryout the La Crosse Worksite Wellness project, a project aimed to improve and support healthy eating and activity habits by employees. The main objectives can be measured by an improvement in targeted eating habits, increase in time spent of physical activity, and creating an environmental change within a worksite. The coalition will work with 5 committed project partners to improve the internal environments of employee worksites through the implementation of, at minimum, one environmental change and a three month employee wellness challenge focused on facilitating healthy eating and activity habits. Action steps such as monthly logs and participation incentives will teach and encourage healthy behaviors have a long-term effect. A wellness team of representatives from both partner organizations and the Coulee Region Childhood Obesity Coalition will lead project activities throughout the grant year and monitor progress based on baseline assessments held at the start of each pilot year chronicling initial employee eating and physical activity habits.

## **Burnett County Nutrition Coalition**

The Burnett County Nutrition Coalition plans to work in partnership with Parker Hanmifin Corporation, a Grantsburg business employing 250, to dawn the fitness project “Walk around America.” This project is an employee fitness challenge designed to increase physical activity and nutritional intake of fruit and vegetables by converting employee physical activity time and fruit and/or vegetable consumption into mileage points. Led by a volunteer team leader, each team of 4 or 5 will compete for prize incentives given during and upon completion of the challenges. Bonus miles and team incentive gifts will be regular incentives to bi-weekly physical activity and nutrition challenges as well. The activity program aimed at promoting physical activity and diet choices will be developed by the nutritional coalition and Parker management with input from employees. Before program implementation, an employee pre-program survey will be administered to assess interest, ideas, needs, current physical activity behaviors, and fruit and vegetable intake. The objective after a completion of the six month challenge is to note at least a 10-15% increase in physical activity and a 10% increase in fruit and vegetable intake. The on-site program manage will provide the coalition with monthly progress update. A post-program study and award ceremony will be held to announce achievements/awards

## **Fit City Madison Coalition**

The Fit City Madison Coalition will partner with the Dane County Division of Public Health in order to implement strategies to promote healthy eating and physical activity in two Dane County businesses. Both of the selected business employ over 250 workers and have demonstrated interest and commitment to the program as well as the ability to sustain the program. The public entities—Fit City Madison Coordinator and other public health chronic disease prevention staff—will develop a wellness team at each worksite and guide each team through the process as outlined in the WI DPH “worksites toolkit”. DPH will also serve as technical support to the wellness teams and connect both business to Fit City partners and resources. Public management along with the wellness team at each worksite will devise specific action steps to achieve the goals delineated as the program/intervention components. The Goals include: establishing or enhancing the company’s infrastructure to implement strategies aimed at promoting healthy eating and physical activity, improve the work environment to promote and support sustained improvements in employees’ eating and physical activity behavior, improve employees’ eating habits, and increase employees’ activity levels. The objectives of each of the goals are further defined but allow flexibility for individual wellness teams to designate appropriate action steps. Evaluation techniques will be outcome measures as determined by wellness teams who will compare post-activity measurements with pre-activity measurements.