



BACKGROUND

background

The initial Wisconsin Nutrition and Physical Activity State Plan, created in 2005, focused on laying the groundwork so more ambitious implementation actions could be pursued in future plans. The 2013-2020 State Plan is the next step in creating a sustainable obesity prevention system that focuses on policy, environmental and system changes that support and encourage healthy behavior. The State Plan will expand on past efforts and will leverage partners to increase the scale of what is happening locally, regionally and statewide. This “system” will need to take full advantage of limited resources and be flexible so it can adapt to new opportunities or emerging evidence as it becomes available.

The background section provides some recent history and some of the factors that influence the State Plan going forward for the next several years. This section contains information on the following:

- 1) Nutrition, Physical Activity and Obesity (NPAO) Program
- 2) Wisconsin Partnership for Activity and Nutrition (WI PAN)
- 3) Successes of the 2005 State Plan
- 4) Developing the 2013 State Plan
- 5) Sustainability

nutrition physical activity & obesity program

In July 2003, the Division of Public Health was awarded a cooperative agreement from the Centers for Disease Control and Prevention (CDC) for obesity prevention. As a result of this funding, the Nutrition, Physical Activity and Obesity Program, within the Wisconsin Division of Public Health, was created. This funding was designed to build capacity within Wisconsin to prevent and control obesity and related chronic diseases. In the first five-year grant period (2003-2008), staff were hired and many of the infrastructure needs were met. In 2008, the program was awarded a second 5-year grant with additional funding to continue and expand efforts through 2013. Program staff provide internal and external leadership, expertise and training, and technical assistance for the development and implementation of evidence-based nutrition and physical activity interventions to prevent obesity.

Under the direction of the Nutrition, Physical Activity and Obesity (NPAO) Program, a strategic planning process was undertaken to update and expand the initial State Plan. Now that many of the infrastructure objectives have been met, the new State Plan will focus more on policy, environmental and systems changes and ways to sustain statewide efforts beyond the current federal grant-funding period. The NPAO Program will also expand efforts to integrate its activities with other chronic disease programs within the Division of Public Health, Bureau of Community Health Promotion.



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wisconsin partnership for activity and nutrition

The 2013 State Plan is a collaborative effort of the Wisconsin Partnership for Activity and Nutrition (WI PAN) and the Wisconsin Nutrition, Physical Activity and Obesity Program. WI PAN has evolved over the years, and the group now represents a diverse set of partners from a variety of settings. WI PAN has over 170 active and affiliate members, representing sectors such as government, healthcare, public health, education, business, academia, transportation, agriculture and many others. See the WI PAN member organization list in the Appendix for a full listing.

WI PAN members are actively involved in implementing strategies at the state and local level. The focus has also shifted from primarily an individual behavior change

model to a model that includes policy, environmental, and systems changes, to promote and support individual and family behavior changes. WI PAN is composed of an executive committee, committees focused on specific settings and committees focused on crosscutting themes. The committees include the Physical Activity and Nutrition Environments, Schools, Healthcare, Worksite, Coalition Support, Early Care and Education, Breastfeeding, Surveillance and Evaluation, and Advocacy. Committee members are actively involved with planning and implementation of the State Plan strategies.

WI PAN MISSION

To improve the health of Wisconsin residents by decreasing overweight and obesity, improving nutrition and increasing physical activity.

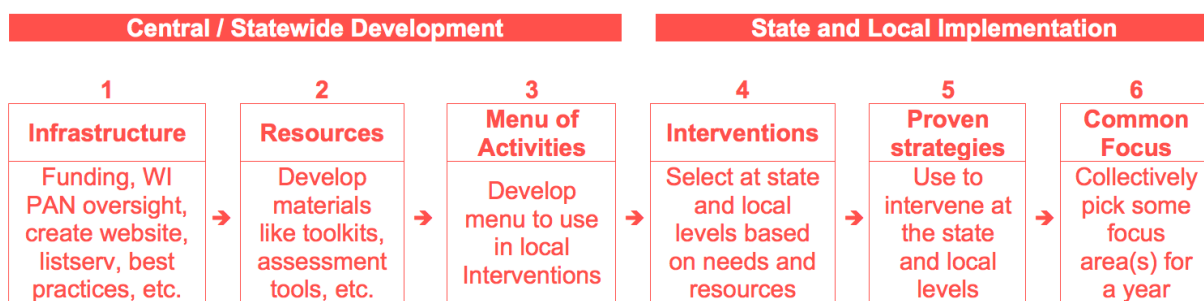
successes of 2005 state plan

There has been tremendous progress made in the seven years since the Wisconsin Nutrition and Physical Activity State Plan was completed in December 2005.

The State Plan was designed with a 5-7 year timeline and the fact that progress has been made on 90% of the objectives, with an estimated 74% completion level is significant. The early focus of the State Plan was to develop an infrastructure to support statewide and local efforts (see figure 1 below). Components such as information sharing, development of a central web site, development of key resource materials and trainings, and identification of evidence-based strategies are now in place.

Steps to implement the strategies at the state, regional and local levels are a major focus in the upcoming years of the State Plan. The ability to identify, recruit and facilitate local individuals, groups and resources to implement these strategies, is the biggest challenge for the upcoming years.

FIGURE 1 - 2005 STATE PLAN IMPLEMENTATION STEPS



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2005 – 2010 STATE PLAN PROGRESS	% Complete	%
GOAL (# objectives)	0 100	
#1: Strengthen Statewide Infrastructure (12)		93%
<p>Conducted regional trainings. Created best practice documents. Created statewide inventory of local coalition activities. Developed a communication system and website. Expanded coalitions and Statewide partnerships, and assisted with grants to increase obesity prevention funding and resources. <i>Success Story: Extensive nutrition and physical activity web site is in place (1.5 million hits/yr).</i></p>		
#2: Develop Materials & Provide Technical Support (9)		77%
<p>Developed key messages and resources, including issue briefs, worksite toolkit, healthcare guidelines and tools, and a gardening toolkit. Provided trainings for worksites, healthcare professionals, schools and communities. <i>Success Story: Worksite Wellness Resource Kit completed and being used by over 2000 worksites in WI, with an employee reach of over 250,000.</i></p>		
#3: Create Supportive Physical Activity & Nutrition Environments (17)		90%
<p>Conducted environmental audits, Provided active environment training, Created community environment resource guides. Expanded farmers' markets and community supported agriculture. Increased access to fruits and vegetables. Increased number of restaurants & public places with healthy food options. Assisted with community improvements to increase activity. Assisted with increasing access to recreational facilities, safe routes to school programs, and active transportation policies. <i>Success Story: Over 300% increase in the number of WIC and Senior Farmers' Markets.</i></p>		
#4: Develop a Comprehensive Policy Agenda (13)		55%
<p>Developed an infrastructure to support public policy and advocacy efforts. Developed a policy toolkit. Improved school physical activity, nutrition standards, and healthcare coverage for obesity. Developed standard care guidelines for healthcare. Developed worksite wellness policies. Increased funding for statewide and local obesity prevention. <i>Success Story: WI PAN Advocacy Committee formed and actively addressing policy issues.</i></p>		
#5: Increase the Number of Evidence-Based Strategies (30)		70%
<p>Researched, developed and disseminated evidence-based strategies to: increase breastfeeding rates, duration, and practice, increase fruit and vegetable consumption, increase physical activity rates, increase school & community gardens, decrease sweetened beverage consumption, increase school breakfast rates, increased businesses with worksite wellness programs, increase healthcare coverage and decrease TV time. Created awards programs for schools and worksites, increased walk to school programs & after school activity programs. Decreased TV time. <i>Success Story: 73 schools received Governor's School Health Awards from 2006 to 2009.</i></p>		
#6: Expand a Data Surveillance and Evaluation System (10)		60%
<p>Added additional obesity related questions to Behavioral Risk Factor Survey (BRFSS) survey. Published report on nutrition, physical activity, and weight in Wisconsin. Hired an epidemiologist, Expanded data submission from other data sources. Created data-sharing opportunities. Developed Guidance for BMI in schools. Collected Youth Risk Behavior Survey (YRBS) middle school data. Developed a community level data surveillance system. <i>Success Story: Over 200 middle schools are now completing the Youth Risk Behavior Survey (YRBS).</i></p>		
#7: Eliminate disparities for those affected by obesity (3)		53%
<p>Identified disparities. Developed and implemented a plan to target disparities related to nutrition and physical activity. <i>Success Story: Grant funds to address obesity disparity issues have been distributed from 2005 to 2009.</i></p>		
Total for all measurable objectives (94)		74%

94 objectives were reviewed and analyzed for this report.

The full report with the status of each objective is available at: www.dhs.wisconsin.gov/physical-activity

developing the state plan

In developing the State Plan, WI PAN and the NPAO Program reviewed what had occurred in the previous five years and where we wanted to be five years from now. The strategies, objectives and action steps were developed to achieve the goals through implementation and evaluation of the State Plan components. The steps in that process are summarized below:

1) Background assessment: where are we now?

The initial State Plan looked at objectives for the 2005-2010 time span and primarily set the base to work from in future plans. As a result, this State Plan was able to identify current efforts and needs and make recommendations on where to focus future implementation efforts rather than the initial infrastructure development that was needed in 2005. WI PAN committees identified what had worked in the first five years and what was needed to augment or redirect those efforts going forward.

2) Ends planning: what is the future we want to create?

The next step in the planning process was for each WI PAN committee to identify a long-term goal and 3-5 strategies that will have the most impact on the goal or the future we were trying to create. The criteria used in choosing the strategies included those that were evidence-based or an emerging or promising strategy, available partners or resources to move us toward the goal, the potential impact or reach of the strategy and the setting where it would be effective.

3) Means planning: how do we get there from here?

The WI PAN committees and the NPAO program developed each of the strategies into specific short and medium term objectives with action steps to

achieve the strategy and overall goal. Committees also identified the key indicators or measures that could be used to monitor progress on the objective. In areas where the measure was not currently available or known, it was noted as a gap. A draft of the NPAO State Plan was posted on the Department of Health Services website for public input, and those comments are posted online.

4) Implementation, evaluation, and adjustment: making it happen!

The goal of the State Plan is to serve as a working tool and guiding document for Wisconsin. Implementation of the State Plan will occur through the following:

- **Nutrition, Physical Activity and Obesity Program** – the program will provide leadership, coordination, expertise, training and technical assistance, surveillance and evaluation, and oversight to the implementation of the State Plan.
- **The Wisconsin Partnership for Activity and Nutrition and its committees** – some objectives and activities will be led by this group to strengthen the infrastructure, to provide leadership, lead educational efforts and to facilitate action.
- **Partner organizations and programs** – many organizations and programs can incorporate the State Plan goals, strategies, objectives or action steps into their work and contribute collectively to the implementation. This may, at times, mean a re-prioritizing or shifting of resources and staff.
- An emphasis will be placed on **long-term policy, environment, and systems changes** that influence health behaviors.
- **Grants or special project funding** may be leveraged to support the implementation of the State Plan objectives at a state and local level.

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sustainability

Sustainability of a focused statewide effort to prevent obesity will require an established infrastructure at both the state and local levels. It also requires long-term changes, including those that change policy or the environment in ways that make healthy behaviors easier or the default.

This State Plan identifies six specific areas to be considered when thinking about sustainability of the obesity prevention movement.

- 1) Continuation of the Wisconsin Nutrition, Physical Activity and Obesity (NPAO) Program and Wisconsin Partnership for Activity and Nutrition (WI PAN) for basic operations
- 2) Continuation and expansion of local coalitions and community groups to implement strategies
- 3) Continuation of efforts to maintain, update and use resources and materials that have been developed
- 4) Continuation of efforts for training and technical assistance
- 5) Continuation and expansion of efforts to monitor the burden of obesity and evaluate strategy implementation and outcomes
- 6) Continuation of oversight or coordination of efforts

1) continuation of the Nutrition, Physical Activity and Obesity Program

The NPAO program is currently funded through a 5-year cooperative agreement with the Centers for Disease Control and Prevention (CDC), which runs through June 29, 2013. The NPAO program performs a number of roles that benefit groups statewide, as well as locally. Those roles include distributing grant funds to local partners, resource development, training, technical assistance, surveillance and evaluation, partner development, and statewide planning and coordination.

2) continuation and expansion of local coalitions & community groups to implement strategies

The growth and development of local coalitions is highly dependent on funding for staff time and for the planning, implementation and evaluation of community interventions and educational advocacy activities. Local coalitions and groups are the "implementers" for most of the strategies, and success in reducing and preventing obesity is closely tied to their capacity. In order to sustain local efforts, funding sources need to be identified and leveraged to maintain and expand current local strategies. As part of this State Plan, it will be necessary to develop an inventory of possible private and public funding sources and a plan to create ways to access those funds.

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- 3) continuation of efforts to maintain, promote, update and use resources and materials that have been developed and create new resources.

Obesity prevention resources are available to state and local groups. The NPAO Program developed many of those materials in collaboration with dedicated partners. Two issues need to be addressed to keep existing resource materials current and to create new materials:

- Secure funding to keep current and future efforts going.
- Develop diverse partnerships to promote key resources and keep the materials updated and current. This could occur with or without ongoing funding for the NPAO program. If the NPAO program is not funded in the future, it will need to be determined if this function can be fulfilled by other partners or organizations. If the NPAO program is funded, how can partnerships be expanded and used to help disseminate evidence-based practices for local implementation efforts?

- 4) continuation of efforts for training and technical assistance.

This issue is very similar to that of development of resource materials — what is established to continue efforts beyond any state driven programs or provide expansion of existing efforts? As an example, there is currently a list of Worksite Wellness certified trainers using the evidence-based Worksite Wellness Resource Kit as a resource tool to train local employers. These trainers are mostly healthcare providers, healthcare insurers, and other outreach agents that work with businesses. If core funding is continued for the NPAO Program, these efforts could be expanded to help spread the word and increase the number of worksites that can be trained to use the evidence-based strategies. If there is no ongoing funding, some mechanism must be identified to continue existing efforts through some other central coordinating group.



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5) continuation and expansion of efforts to monitor the burden of obesity and evaluate strategy implementation and outcomes

Reversing obesity rates requires a “systems approach,” which takes into account not only the population itself but also the physical and social environments that people encounter during the day and over the lifespan. Because obesity often results from a complex web, rather than a few factors, multiple strategies are needed within any given setting to create effective, sustainable changes in population lifestyle behaviors and obesity rates. Developing a systems approach to obesity prevention requires that evaluation and surveillance resources be available for different sectors of society and encompass a broad range of academic disciplines. In addition, partners are needed to help identify and fill significant gaps in the evidence base for this issue and to translate frameworks and measures from research in academic disciplines, for use in surveillance and evaluation efforts. The development of innovative “trans-disciplinary” frameworks and tools are also needed to help identify the most effective leverage points for intervention.

6) continued oversight or coordination of efforts

There are many obesity prevention efforts happening statewide and locally. However, in many cases, those efforts are not coordinated or taking advantage of resources and trainings that could make those efforts more effective. This State Plan, created through the efforts of the NPAO program and the Wisconsin Partnership for Activity and Nutrition (WI PAN), needs to be coordinated to maximize limited resources devoted to obesity prevention. Current local, regional and statewide efforts need to be examined to determine if there are better ways to coordinate those activities for greater reach and impact.

