

wisconsin nutrition, physical activity & obesity state plan overview

www.dhs.wisconsin.gov/physical-activity

2013-2020



join the wisconsin
obesity prevention
movement

*wisconsin can be healthier
& save billions*



The purpose of the 2013 Nutrition, Physical Activity and Obesity State Plan is to educate, engage and prompt action by mobilizing partners to help make the healthy choice the easy choice. The State Plan provides a recent history of what's happened and describes a plan to build on previous efforts and make an impact on obesity rates.

How will we know if we're being successful?

Imagine what the community would look like if everyone had access to healthy food and beverages and opportunities for physical activity throughout the day. Think about what changes are needed to achieve this vision. This new norm will require policy, environmental and system changes in multiple settings. This could be your community...



HOME

Healthy meals,
Families active together, Limit screen time



SCHOOL

Healthy school meals using local foods, Quality physical education, Active recess, Walk or bike to school



HEALTHCARE

Obesity assessment & counseling, Supportive maternity care practices, Healthcare-Community partnerships



ACTIVE COMMUNITIES

Neighborhood parks, sidewalks, trails & paths, active commuting, Complete Streets, Joint use



EARLY CARE & EDUCATION

AM & PM activity time, healthy foods & snacks, Limited screen time, Breastfeeding support



FOOD SYSTEM

Healthy choices at grocery stores & restaurants, gardens, Farmers Markets, Healthy food procurement



WORKSITE

Healthy food options, Opportunities for physical activity, Breastfeeding friendly workplace



We can make an impact, but we need input and assistance from as diverse a group of partners as possible. YOU CAN HELP! Read on to see what you can do.

Why should I care about obesity in Wisconsin?

Adult health reasons

Obesity is linked to chronic diseases and 80% of chronic diseases are preventable. ¹

Economic reasons

The economic cost of obesity in Wisconsin is estimated to be \$3.1 billion/year and going up! ²

Child health reasons

If trends continue, this generation of children will have a lower life expectancy than their parents. ³

¹Centers for Disease Control and Prevention, 2010 Behavior Risk Factor Surveillance System

²Trogdon et.al. State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity; Obesity (2011)

³Centers for Disease Control and Prevention, 2009 Youth Risk Behavior Surveillance System

What's in the plan?

The plan contains strategies and activities to prevent obesity. Here's an example:

Early care and education

- ① Increase supportive nutrition and physical activity environments in regulated child care through state-level policy change.
- ② Improve the nutritional quality of meals and snacks served in regulated care settings.
- ③ Increase physical activity levels of children in regulated care through structured, teacher-led and unstructured physical activity.
- ④ Promote and sustain breastfeeding of infants in regulated care.

What's in it for me?

Getting involved with the plan gets you access to these benefits:

- Resource materials
- Technical assistance
- Networking opportunities
- Informational updates on the latest news
- Training opportunities
- Access to key strategies and how they can be implemented



How can I get involved?



- ① **Go to the full State Plan at —**
www.dhs.wisconsin.gov/physical-activity
and see if there are strategies that you can help with. See the section titled **What Can I Do?** for general ideas of how you can help and then go to the corresponding plan section for a more detailed description and access to resources.
- ② **Watch the short webinar —** to learn more about the state plan.
- ③ **Join WI PAN —** The Wisconsin Partnership for Activity and Nutrition. This group meets quarterly and has working committees for specific settings if you want to be more involved.
- ④ **Join your local coalition —** Many communities have coalitions that focus on nutrition and physical activity. Look at the list of coalitions for contact information to see what is occurring in your area.
- ⑤ **Tell us what you're doing —** That can be shared with others working on similar projects. Complete the program information template to be listed among the partners focused on improving physical activity, nutrition and obesity prevention in Wisconsin.
- ⑥ **Contact us directly** to get more information:
Mary Pesik, Program Coordinator, 608.267.3694, marypesik@wisconsin.gov.

To get involved go to: www.dhs.wisconsin.gov/physical-activity

We all play a role in improving health in our communities.

Join the movement for healthier, vital communities where we live, learn, work and play.

GET INVOLVED

- Read the plan
- Join WI PAN
- Be a leader

USE PROVEN STRATEGIES

- Take advantage of resources
- Evaluate results
- Share success stories

PARTNER FOR SUCCESS

- Join or create your own local coalition
- Coordinate in your community
- Coordinate with statewide efforts