

**Local Implementation of the Nutrition and Physical Activity State Plan
Funded Coalitions August 2010-December 2011
Proposal Summaries**

PLANNING GRANTS

Buffalo and Pepin Counties: Sharing Resources to Improve Nutrition and Physical Activity

Buffalo and Pepin counties are seeking to create a unified bi-county nutrition and physical activity coalition, based on past successful collaborations and similar characteristics of the two rural populations. This will allow the counties to share their resources and create a more efficient and effective organization to improve the wellness of the residents of these two counties.

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Winnebago County Community Collaboration for Health

The Winnebago County Community Collaboration for Health plans to actively pursue policy and environmental initiatives that will encourage residents to make healthier food choices and be more physically active. Creating a more detailed strategic plan to address identified CHIP priorities relating to obesity and physical activity will support a dynamic, influential community team committed to achieving systemic, sustainable improvement in county obesity and diabetes rates.

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Working for Whitewater's Wellness (W3) Project

The Working for Whitewater's Wellness (W3) Project seeks to create a network of cooperation, innovation, and opportunity to promote wellness at multiple levels: Physical Activity, Obesity and Chronic Disease Prevention, Improved Nutrition, Mental Health, Spirituality, Purposefulness, and Social Connectivity. The W3 Project partners intend to work cooperatively to formulate a strategic plan with a focus on environmental and policy changes that benefit the entire community.

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Planning for a Healthy Kids Healthy County

Healthy Kids/Healthy County is a newly formed subcommittee under the umbrella of Green County Healthy Communities Coalition. The initial goal identified by the coalition is to plan for community level programs and environmental strategies that will change children's food environments and eating behaviors to improve their nutrition and ultimately reduce and prevent overweight and obesity in our communities.

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Trempealeau County Healthy Weight Coalition

The focus of this project will be to create a coalition to address obesity in Trempealeau County, initially through the creation of a low-cost or no-cost worksite wellness program. This program will be offered to local businesses and will promote increased physical activity, fruit and vegetable consumption and to decrease consumption of sugary foods and beverages.

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IMPLEMENTATION GRANTS

Working on Wellness-Practical Implementation for Waupaca County

The Waupaca NuAct coalition has utilized the Wisconsin Worksite Wellness Toolkit in health workshops for businesses reviewing specific strategies and sections of the toolkit to encourage business use. This project will survey past participants to determine successful components of the toolkit and how it contributed to their companies' successful wellness plan. From the initiation of our work with the toolkit, NuAct will also document strategies about building capacity, policies, and sustainability for healthier workplace environments.

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Breastfeeding Alliance of Northeast WI

The Breastfeeding Alliance of Northeast WI (BFANWI) seeks to continue the work initiated under its Planning Level Grant initiated in 2009. The BFANWI will work collaboratively with the Postpartum Depression Support Task Force of the Fox Valley (PPDTF) to implement a support group for women entitled, "It's Not What I Thought It Would Be". The women will be assessed regarding barriers to breastfeeding, as well as obstacles to evaluation and treatment of postpartum depression. Objectives include education to promote and support breastfeeding exclusivity and duration within the clinic and hospital settings and redesigning clinic environments to promote breastfeeding as the cultural norm.

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Monroe On the Go- Phase 2

After a strategic planning process including coalition building, community assessments and planning, the first ever Monroe County Coalition for Physical Activity and Nutrition, Monroe On the GO (MOGO), is ready for action. The coalition has focused its initial intervention on nutrition for children and adolescents in the Monroe County schools. MOGO has determined that working on 3 objectives, one at the individual level, one at the organizational level and one at the public policy level, will position them for success in decreasing the prevalence of overweight children, especially those children who are from low income families in Monroe County.

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Northwoods Breastfeeding Coalition

The proposed goal for this project is to decrease obesity in Oneida, Vilas and Forest counties by increasing breastfeeding initiation, duration and exclusivity. The NWBC will achieve its objectives through the use of facilitated strategic planning discussions with the key stakeholders (hospital administrators and health care staff) involved in the development and implementation of evidenced-based breastfeeding policies. Materials developed will be suitable for dissemination to the public including our facilitated process for reaching consensus with key stakeholders; the policy adoption; and materials for breastfeeding policy implementation in hospitals providing obstetric care.

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Let's Move Platteville

The Platteville Community Safe Routes Committee plans to implement a community-wide intervention program to support the Platteville Safe Routes to School (SRTS) Plan and expand upon prior intervention work as part of a 2009-2010 *Local Implementation* grant. The SRTS plan includes policy and environmental changes to encourage walking and biking in Platteville. The coalition seeks to expand its "Freiker Program" using technology to track foot and bike trips and promote it to a broad range of community organizations and groups. The proposed intervention strategy will continue to build long-term community-wide education and encouragement for the Plan by involving community leadership in higher levels of walking and biking.

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Portage County CAN Well Workplace, Well County Initiative

The Portage County CAN coalition plans to put into action a Worksite Wellness initiative designed to bring local, state-wide and national tools and resources to Portage County Worksites. The initiative will also showcase environmental and policy changes made by local worksites and evidence based approaches to effective worksite wellness. Portage County CAN's strategic plan included several formative assessment activities, through which Worksite Wellness was identified as a means to increase physical activity and healthy eating among adults.

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Health Eating Active Living (HEAL) in Marathon County

The two strategy areas that have been selected for implementation through this project are *community environments* and *food environment* and the target behaviors are *increasing physical activity* and *increasing consumption of fruits and vegetables*. Desired environmental and policy change will be identified in the social marketing planning approach. Policy maker assessment and education and earned media will be key elements to successful environmental changes that are popular with the public. HEAL will mobilize community members to get involved and policy makers to change the status quo to one where the healthy choice is the default choice.

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Kenosha Food for Learning Project

In the Food for Learning Project, the Healthy Youth Kenosha County Coalition proposes to pilot two programs to engage children in growing and harvesting their own fresh fruits and vegetables to motivate elementary and middle school students to eat them as part of their school lunch. Food for Thought represents a collaborative effort between public and private educators, youth mentors, local legislators, public health, community youth advocates, and local producers of fresh fruits and vegetables. Policy changes piloted in this project will be emulated throughout the KUSD and Kenosha County.

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