

Footprints to Health: Franklin Neighborhood Intervention Objective / Field Notes 2006-08

Objective/Focus #1: Educational Messages. Increase fruit and vegetable consumption by writing & disseminating to target audience (375 parents) information on time-saving tips & how to select and prepare produce.

Objective/Focus #2: Family Meals. Increase the number of family meals by writing & disseminating to parents 40 family meal ideas/recipes that incorporate fruits and vegetables.

Objective/Focus: #3 Family Meal Planning Trainings. Plan, organize and offer 20 family meal planning trainings to reach 200 parents at school, church & grocery stores.

Objective/Focus #4: Media Campaign--Family Meal Promotion. Create and market at least 20 educational messages concerning family meal promotion thru local media.

Objective/Focus: #5 Environmental Change—Grocery Stores. Grocery stores in the Franklin Neighborhood will have made two or more environmental changes to promote fruit and vegetable purchases.

Objective/Focus: #6 Environmental Change—Restaurants. Restaurants in the Franklin Neighborhood will have made at least two environmental changes.

Objective/Focus: #7 Affordability of Fruits and Vegetables. Wausau farmers' markets to offer vouchers.

Objective/Focus: #8 Organizational Policy for Healthy Eating. Put in place a healthy eating policy is in place for at least 3 of 4 or more neighborhood organizations.

Objective/Focus #9: Physical Activity Inventory. Complete and distribute an inventory of existing spring/summer and fall/winter physical activity programs in the Franklin neighborhood.

Objective/Focus #10: Neighborhood Walking Challenge. 50 parents living in the Franklin Neighborhood will have participated in a neighborhood walking challenge.

Objective/Focus #11: Media Campaign, physical activity—Create and disseminate at least 12 educational messages on the benefits of physical activity thru various media.

Objective/Focus #12: Neighborhood Environment. Make at least 2 of the recommended environmental changes in the neighborhood to make it more it easier to be physically active.

Objective/Focus 13: Mapping of destinations. Create and distribute a map of public destinations (grocers, parks, retail shops, etc) within walking or biking distance of Franklin neighborhood households.

Objective/Focus #14: Neighborhood/School Environment. Increase children walking to school by 10% thru mapping and a safe walk-to-school program.

Objective/Focus#15: Access to facilities for physical activity. Meet with facility directors in the community (schools, YMCA, park and recreation) to discuss facility availability and policies that will increase availability by 10%.

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<p>Objective/Focus #1: Educational Messages--Produce by April, 2007, research, write, & disseminate to target audience (375 parents) information on time-saving tips & how to select and prepare produce, with the goal of increasing fruit and vegetable consumption. By April 2008, produce 10 more messages.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Create template for tips 2. Research for tips 3. Enter information into template 4. Print materials (HEAL) 5. Disseminate biweekly to school 6. Varied mechanisms used for distribution (student backpacks, school newsletters, website, US postal mail, and school-related events (e.g. open house)) 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. DHFS N & PA Student Interns 2. Franklin Elementary 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Search for tips 2. Ensure that materials were sent out in newsletter
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Having all tips created ahead of time so they could be printed in advance 2. Having commitment from school to put materials in newsletter 3. Combining fruit and vegetable recipes with family meal planning tips (in 2007-2008 school year) to make them more appealing to parents 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Not certain families read the tips or if sending tips home with students was an effective distribution mechanism. 2. Tips should include more uncommon ideas. 3. Getting school to disseminate the 10 extra tips via newsletter/website in 2008 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Web hits: Over 12,000 hits 2. Related mid-point survey data: Tables 10, 11, & 12. 3. Approximately 50% of target audience reported using 1-2 of the recipes received; male respondents used more than females 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. 40 recipes were sent out that included tips on selection and preparation for one fruit or vegetable ingredient in the recipe. 2. 10 new recipes were sent out in 2008 to parents of Franklin Elementary students. 3. Messages used in other settings and projects. 	
<p>Comments:</p> <ul style="list-style-type: none"> • An effort was made to send out recipes/tips that corresponded to the availability of the fruit or vegetable featured in the recipe. (Seasonal items) • Consider booklet vs. individual tips, recipes, etc in future • Dosage was high; helped raise visibility of HEAL logo • Poor buy-in from school administrative staff and teachers regarding distribution of tips and recipes through school • Need to further evaluate whether or not target audience retains information over time or uses tips and recipes over time • Utilize more kid-friendly recipes that can enable children to help with meal or 	

- snack preparation; need to use recipes that would be appealing to children
- Need other distribution methods / sites beyond the school to help spread the message.

Ancillary Outcomes: Recipe idea was carried into the UW Grant and shared with other schools. Ring-Flip book type set up used. Put onto website for Healthy Marathon County. Have also been used at display booths at various activities. Potential is high to be used in future programming for UW and other HEAL opportunities.

Tools/Materials Used or Developed: Fruit and Vegetable Recipes

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<p>Objective/Focus #2: Family Meals--By April 2007, research, write & disseminate 40 family meal ideas/recipes that incorporate fruits and vegetables to 375 parents, with the goal to increase the number of family meals. By April 2008, produce 10 more messages.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Create template for recipes 2. Research for recipes 3. Enter information into template 4. Print materials (HEAL) 5. Disseminate biweekly to school 6. Posted on web 7. Varied mechanisms used for distribution (student backpacks, school newsletters, website, US postal mail, and school-related events (e.g. open house)) 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. DHFS N & PA Student Interns 2. Franklin Elementary 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Search for recipes 2. Ensure that materials were sent out in newsletter
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Having all recipes created ahead of time so they could be printed in advance 2. Having commitment from school to put materials in newsletter 3. Combining fruit and vegetable recipes with family meal planning tips (in 2007-2008 school year) to make the more appealing to parents 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Some recipes may not have been appealing or kid-friendly enough for children to be involved in meal preparation 2. Had difficulty engaging target audience in family meal trainings; therefore not certain that families used the recipes 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Web hits: Over 12,000 hits 2. Related mid-point survey data: Tables 6, 7, 8, & 9 3. Involvement of children in meal preparation remains low, no statistical difference found from year 1 and 2 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. 20 recipes were sent out that included tips on selection and preparation for one fruit or vegetable ingredient in the recipe. 2. 10 new recipes were sent out in 2008 to parents of Franklin Elementary students 	
<p>Comments:</p> <ul style="list-style-type: none"> • There was potentially a ceiling effect on family meals from year 1 that would make it difficult to show a statistical difference in year 2; parent survey respondents reported the following in the pre-survey: <ul style="list-style-type: none"> -59% Eat breakfast together 3 or fewer days/week -88% Eat lunch together 3 or fewer days/week -16% Eat dinner together 3 or fewer days/week -73% eat dinner together 5 or more days/week -82% have dinner prepared at home 5 or more days/week -89% never eat out or eat out 2 or less days per week 	

- An effort was made to send out recipes/tips that corresponded to the availability of the fruit or vegetable featured in the recipe. (Seasonal items)
- Utilize more kid-friendly recipes that can enable children to help with meal or snack preparation
- Family meal planning training component was stopped due to lack of response from target audience; morphed lesson plans from family meal planning trainings into tips to be sent home due to lack of a conduit for delivery
- Family meal tips that were distributed did not correspond with the timing of the media message components on family meal.

Ancillary Outcomes: Recipe idea was carried into the UW Grant and shared with other schools. Ring-Flip book type set up used. Put onto website for Healthy Marathon County. Have also been used at display booths at various activities. Potential is high to be used in future programming for UW and other HEAL opportunities. Justified need to hire Registered dietitian to work with organizations needing nutrition information without access.

Tools/Materials Used or Developed: Family Meal Recipes

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<p>Objective/Focus: #3 Family Meal Planning Trainings--By April 2007, plan, organize and offer 20 family meal planning trainings for parents at school, church, grocery stores, will reach 200 parents.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Determine topics for 7 lessons 2. Write lessons 3. Establish venues for lessons 4. Teach lessons 5. Food provided as an incentive at one training 6. Presented in various settings: School Event Nights, Family Swim Night, Faith-Based Organizations, Grocery Stores, Farmers Market, and Boys & Girls Club. 7. After trainings were stopped due to lack of response from the target audience, HEAL used lesson plans to supplement tips sent home to parents. HEAL also worked with the Parent/Partnership Coordinator at Franklin Elementary School to provide kid-friendly recipes for a student cooking class. A six week-long cooking class took place in January 2007. 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Jenny Mikulich (Aspirus Wausau Hospital) 2. Tammy Hansen (UW Ext) 3. DHFS N & PA 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Assist with lessons 2. Assist with lessons 3. Assist with lessons
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Creating lessons ahead of time 2. Having multiple people to teach lessons 3. Being flexible with lesson plans to accommodate location/event 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Promote sessions more creatively 2. Very low attendance for all lessons; not well attended by target audience (parents in Franklin Neighborhood) 3. Intervention component was designed to utilize Franklin Elementary School's Literacy Nights; lost this initial venue where there would have been multiple exposures for certain parents and had to explore different venues for reaching parents. Family Meal Planning Trainings were stopped due to lack of a conduit for delivery and a lack of ability to reach/recruit interested parents 4. Explored reaching parents at the workplace; post-survey results indicated this was not a viable setting 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Short survey following each lesson plan (need to include results from these); other parents not from the Franklin Neighborhood attended trainings and completed evaluations. 2. Related mid-point survey data: Tables 6, 7, 8 & 9. Parent survey indicated that the workplace was not a viable setting to intervene in, regarding receiving information/training on healthy family meal preparation. Involvement of children in meal preparation remains low, no statistical difference found from year 1 and 2 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. 8 total lessons taught with 22 Franklin Elementary parents responding to survey; 	

other parents from other neighborhoods/schools attended trainings.

2. A six-week long cooking class (took place after school) was offered to students of the Franklin Elementary School.

Comments:

- There was potentially a ceiling effect on family meals from year 1 that would make it difficult to show a statistical difference in year 2 regarding family meals; parent survey respondents reported the following in the pre-survey:
 - 59% Eat breakfast together 3 or fewer days/week
 - 88% Eat lunch together 3 or fewer days/week
 - 16% Eat dinner together 3 or fewer days/week
 - 73% eat dinner together 5 or more days/week
 - 82% have dinner prepared at home 5 or more days/week
 - 89% never eat out or eat out 2 or less days per week
- Parents mentioned lack of time for meal preparation. This is believed to be a contributing factor for low attendance at the family meal planning trainings.
- Per the formative assessment findings, parents reported that they would participate in activities that were tied to another school-related event or meeting; parents did not respond to family meal planning trainings scheduled in this manner.
- Needed to time the trainings or marketing for trainings with family meal media messages
- Objective created prior to first survey-create interventions that better match survey results
- Questioned whether parents actually perceived the needed for assistance with planning family meals; needed to further explore why parents did not attend.

Ancillary Outcomes: None

Tools/Materials Used or Developed: Family Meal Planning Workshop Lessons

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<p>Objective/Focus #4: Media Campaign--Family Meal Promotion, By April 2007, create and market at least 20 educational messages concerning family meal promotion, will be disseminated through various media outlets, such as radio, local television, and newspapers.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Draft meal promotion messages 2. Test messages through intercept interviews 3. Edit/recreate messages 4. Contact and present to local media 5. Run messages in local media 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Midwest Communications 2. Wausau Daily Herald 3. Karyn Powers, Marathon County Park & Recreation 4. DHFS Dietetic Interns 5. WIC/Fit WIC Project 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Create radio script to include tested messages. Run tested messages 2. Run stories on health related topics provided by HEAL 3. Draft messages 4. Intercept interviews with target audience (parents) to test the messages 5. Funding for ads
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Have or work with the radio station to create scripts for initial messages; they know the market the best; incorporate formative assessment findings from target audience 2. Having multiple people to create ideas for messages 3. Partnering with WIC (as part of the Fit WIC pilot) similar messages already created; aired messages in late 2008 4. Partnering with Wausau Daily Herald for weekly tip 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Contact media early on to get buy in and assistance with creating messages; timing was not good, as it took awhile to get their involvement 2. Lack of commitment or buy in from some media 3. Include funds to buy spots for media; without funding Footprints messages were not given priority 4. High turnover of local media personnel makes it hard to establish relationships; no incentive for them to provide in-kind time 5. Timing of strategies with media exposure was not well coordinated with mailing of fruit and vegetable recipes and family meal tips 6. Get media involvement on the front end of developing media messaging if they are interested 7. Attempted to contact/utilize marketing students from UW-Stevens Point; no response 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Number of media messages 2. End survey 3. Related mid-point survey data; need number of newspaper print messages and radio ads that were run 	

<p>Outcome(s):</p> <ul style="list-style-type: none"> • WIC running print, radio & tv ads with HEAL partnership
<p>Comments:</p> <ul style="list-style-type: none"> • Print information in local paper. Some radio spots occurred to date. • Media were interested in helping but in their own way, not necessarily the desired method of ads. No money limits exposure time. • Lack of commitment from television. • Need to “massage” media to convince them there’s something in it for them. Need to involve them earlier. • Develop a media packet so local media has background materials when related stories come up. • Utilize UW-Madison or technical college’s social marketing course for future development of media components; UW-Madison Social Marketing class to develop messages around physical activity (Fall 2007) and healthy eating (Spring 2008) • Consider dosage and number of ads that would need to occur • Utilize Health Editor at the Wausau Daily Herald • Consulted with State of Kentucky-Department of Health; leveraged partnerships to pay for media on family meals. • Need to start early to get all players onboard.
<p>Ancillary Outcomes: None Collaborative media efforts with WIC Agency; aired messages supporting this objective in late 2008.</p>
<p>Tools/Materials Used or Developed: Family Meal Media Messages; Key Informant Interview Guides—Testing of Family Meal Media Messages</p>

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<p>Objective/Focus: #5 Environmental Change--By April 2007, at least one of the grocery stores and at least one convenience store in the Franklin Neighborhood will have made two or more environmental changes to promote fruit and vegetable purchases by use of, but not limited to, the following strategies: point of decision prompts, promotional strategies, and increased availability of pre-cut fruits and vegetables.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Two HEAL Coalition members completed the Nutrition Environment Measure Survey Training from Emory University in July 2006 2. Assessed 2 grocery and 3 convenience stores in the Franklin Neighborhood. 3. Compiled results from assessment and generated list of short and long-term recommendations for stores. 4. Shared results with store managers 5. Followed up with assistance if requested 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Emory University (GA) 2. Neighborhood grocers/convenience stores 3. DHFS N & PA; Dietetic Interns 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Training on NEMS tools 2. Allow training/assessment to occur in their business 3. Literature review of grocery store intervention strategies was underway at time of the intervention
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Utilizing the NEMS tool as the pre/post assessment tool for grocery stores and convenience stores in neighborhood. 2. Utilizing the NEMS training to having multiple people assist with the pre-assessment (increased reliability of results) 3. Having RD (Aspirus) to meet with managers-nutrition expertise 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Data entry of assessment results was time-consuming 2. The NEMS Access database for compiling assessment results had errors in program; waited until November 2006 for errors to get fixed. 3. Based on assessment results, NEMS did not have a summary report function or set of recommendations and related materials for stores; took extra time to generate own recommendations based on overall scores. 4. National/regional-owned or franchised stores have corporate policy that may makes it difficult to facilitate change; plan to work with locally-owned first (e.g. Riser Convenience Store or Kwik Trip) 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Compared suggested changes to observed changes 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. Offered suggestions/recommendations to Kwik Trip (10/07). Noted increased selection of fruits and also single serve low fat chips. Increased store signage promoting fruit. 2. Met with Quality Foods IGA and offered suggestions (12/07). Asked for feedback on "What Works in Grocery Stores." Feedback received from IGA--"clear but no new info." Noted increased selection of lean ground beef and a variety of single 	

serve fruit cups in fresh produce section.

Comments:

- Need to highlight win-win for stores to be involved (e.g. grocery stores and family meals).
- Recognize ability of corporate stores to change; stores with corporate offices did not show much interest discussing NEMS result --HEAL made several attempts to contact the Roundy's corporate office
- Focus first on locally-owned stores; environmental change more likely to be easier.
- Utilized materials developed from the National SRC Restaurant Work Group that includes tips for working with restaurant owners and managers and an extensive literature review of evidence-based strategies.
- Highlight HEAL logo on point of decision prompts used in restaurants and stores to raise visibility and dosage of intervention; target audience may recognize tie to neighborhood intervention.
- Aspirus Healthcare has an existing relationship with Roundy's (Pick-N-Save grocery store); Consider utilizing key informant interviews with store owner/managers after environmental changes have occurred; will supplement Pre/Post NEMS.
- Has potential to have impact if in conjunction with other strategies.
- Need more push from community to show need for change; added question to parent post survey about what consumers want
- Now have a summary report and related material to share with NEMS participants.
- Practical things to go to grocers, convenience, and restaurants with. Follow up tool for NEMS-with strategies that will/can be used. Report for business owner would be helpful that is more user friendly.

Ancillary Outcomes: RD hired for expertise to carry this strategy forward with other organizations.

Tools/Materials Used or Developed: Nutrition Environment Measures Survey (NEMS)—developed by Emory University; What Works in Grocery Stores

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<p>Objective/Focus: #6 Environmental Change—By April 2007, at least one of the small-chain/locally-owned restaurants in the Franklin Neighborhood will have made at least two environmental changes by use of, but not limited to, the following strategies: increasing the number of fruit and vegetable menu items, increasing fruits and vegetables added to existing entrees, allowing substitutions of fruits and vegetables, and use of labeling and promotional approaches.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Two HEAL Coalition members completed Nutrition Environment Measure Survey Training from Emory University in July 2006 2. Assessed 4 restaurants in the Franklin Neighborhood; 3 were locally-owned 3. Compiled results from assessment and generated list of short and long-term recommendations for restaurants. 4. Contacted one restaurant and shared NEMS results & recommendations 5. Restaurants in neighborhood want canned, ready-made materials that can be used to market healthier items; HEAL has developed a draft point of decision prompt and DHFS has created a compendium of resources that could be modified for use. 6. Shared results with store managers 7 Followed up with assistance if requested 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Emory University (GA) 2. Neighborhood restaurants 3. Jenny Mikulich (Aspirus Wausau Hospital-RD) 4. DHFS N & PA; Dietetic Interns 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Training on NEMS tools 2. Allow training/assessment to occur in their business 3. Assisted with discussing NEMS results with restaurant owner 4. Completed literature review of restaurant interventions; identified evidence-based strategies/SRC Working with Restaurants document
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Utilizing the NEMS tool as the pre/post assessment tool for restaurants. 2. Utilizing the NEMS training to having multiple people assist with the pre-assessment (increased reliability of results) 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Data entry of assessment results was time-consuming 2. The NEMS Access database for compiling assessment results had errors in program; waited until November 2006 for errors to get fixed. 3. Based on assessment results, NEMS did not have a summary report function or set of recommendations and related materials for restaurants; took extra time to generate own recommendations based on overall scores. 4. National/regional-owned or franchised restaurants have corporate policy that may make it difficult to facilitate change; plan to work with locally-owned first 5. Other restaurants, child care providers, and faith-based organizations in Marathon County have requested assistance from HEAL regarding menu analysis and labeling of healthier items; HEAL plans to seek assistance from dietetic students at UW-Stevens Point. RD was hired to fulfill these requests. 	

6. Article on NEMS featured in Marathon County <i>Food Thoughts</i> , which is distributed to all licensed restaurants in the county
Evaluation Method(s): 1. Compared suggested changes to observed changes
Outcome(s): <ul style="list-style-type: none"> Worked with one restaurant to promote healthy ingredients in menu items. Provided information on menu analysis computer programs to assess content in menu items to restaurant owner. Nutrition analysis programs shared with La Prima deli (3/07)
Comments: <ul style="list-style-type: none"> Consider use of student dietetic interns for menu analysis; or utilize/hire RD Highlight win-win for restaurants to be involved Focus first on locally-owned stores; environmental change more likely to be easier. Utilize materials developed from the National SRC Restaurant Work Group that includes tips for working with restaurant owners and managers and an extensive literature review of evidence-based strategies. Highlight HEAL logo on point of decision prompts used in restaurants to raise visibility and dosage of intervention; target audience may recognize tie to intervention. Consider utilizing key informant interviews with restaurant owner/managers after environmental changes have occurred; will supplement Pre/Post NEMS. Has potential to have impact if in conjunction with other strategies. Need more push from community to show need for change Practical things to go to grocers, convenience, and restaurants with. Follow up tool for NEMS-with strategies that will/can be used. Report for business owner would be helpful that is more user friendly
Additional Benefits: 1. Now have a summary report and related material to share with NEMS participants
Ancillary Outcomes: Childcare and other local organizations (YMCA and churches) are asking for menu analysis or healthy menu planning; definite need for this in community. RD hired to meet these requests.
Tools/Materials Used or Developed: Nutrition Environment Measures Survey (NEMS)-developed by Emory University; What Works in Restaurants; Point of Decision Prompts

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<p>Objective/Focus: #7 Affordability of Fruits and Vegetables---By May of 2006, work with Wausau farmers' markets to offer, distribute & redeem at least one voucher for reduced-priced fruits and vegetables for parents participating in Footprints to Health in the Franklin Neighborhood.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Evaluated current WIC procedures for farmers' market 2. Created vouchers and process for use of vouchers 3. Met with market manager and vendors to educate on process 4. Disseminated vouchers to parents via the mail 5. Coded vouchers to match pre/post parent survey IDs 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Deb Grutzik, Marathon County WIC 2. River Drive Farmers' Market; Market Manager 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Provided WIC information and market contact information 2. Accept vouchers in exchange for cash
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Using the WIC Farmers' Market Nutrition Program's process, one that vendors were already familiar with 2. Waiting until the end of the redemption period to collect vouchers to reimburse vendors 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Families who already use market were ones that used vouchers (add more content from Bettina's report). 2. More education/promotion to both vendor and parent prior to using voucher 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Tracked vouchers redeemed with family identification code assigned during parent pre/post survey 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. 36 families(postcards) were redeemed for their 2-\$3.00 vouchers 2. 65 Vouchers were redeemed; mostly by those already using farmers market 3. Parent post-survey (mid-point) indicated multiple reasons for families not utilizing the farmers' market including the following: <ul style="list-style-type: none"> -Hours of operation (17.2%) -Days of operation (16.4%) -Cost (11.5%) -Location (8.2%) -Selection of Produce (4.1%) -Quality of Produce (2.5%) 	
<p>Comments:</p> <ul style="list-style-type: none"> • Investigate barriers for lack of use of the farmers' market; completed with parent post-survey (mid-point) • Vouchers were good in the month of July; may want to try August as more produce is available at the market. • Utilized the River Drive Farmers' Market instead of the 400 Blok Farmers Market for the vouchers, as the River Drive market was more well known and had more 	

vendors and selection.

- Consider sharing results of parent post-survey (mid-point) with market managers and vendors (done in August 2007); discuss potential reported barriers/challenges to using the farmers' market
- Explore, long-term, the feasibility of addressing EBT (Electronic Benefits Transfer) for food stamp recipients to utilize the market
- Explore gardening as an alternative strategy for increasing fruit and vegetable consumption; parent survey respondents reporting growing own fruits and vegetables.
- Consider utilizing media messages to advertise farmers' markets, as parent survey respondents reported the need for more advertising.
- Farmers market is early adopters-not low income families. Need to work with existing groups and do a Farmers market tour.
- Offer tips to market website to post (ie how to cut a green pepper, etc.)

Ancillary Outcomes: Possibility of going back for education sessions during summer of 2008.

Tools/Materials Used or Developed: Procedure for Collecting HEAL Farmers' Market Vouchers; Instructions for Vendor Reimbursement for HEAL Farmers' Market Vouchers

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<p>Objective/Focus: #8 Organizational Policy for Healthy Eating--By June 2007, a healthy eating policy is in place for at least 3 of 4 or more neighborhood organizations. Separate meetings, assessments and assistance given to targeted Franklin Neighborhood organizations: one after school program, three churches, one community clinic, and the Franklin Elementary School will have taken place.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Find assessment tool 2. Contact neighborhood organizations to participate in objective 3. Provide assessment tool to organization 4. Provide technical assistance to organization during introduction of policy 5. Evaluate short term outcome of policy 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Boys & Girls Club of Wausau 2. St. Michael's Catholic School 3. Bridge Community Clinic 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Participating organization 2. Participating organization 3. Participating organization
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Giving ideas nutrition policy ideas/templates for what they may want to consider for their respective organization 2. Providing resources to organization to assist with policy development and implementation (pedometers, posters etc) 3. Sitting down to go through toolkit with organization 4. Having staff contact HEAL with interest rather than searching for organization-more buy in. 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Organizations had difficulties committing staff time and resources to this objective. 2. Lack of follow through with organizations, lost interest over time-set up regular check in meetings 3. Objective was truly up to outside party(organization), no control over whether organization followed through 4. Policy change in the worksite was not tied to other changes that needed to occur; encourage use of Wisconsin Worksite Wellness Resource Kit in future 5. Need for more incentives 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Brief summary of process and short term outcomes 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. 2 healthy eating policies in place in 2 neighborhood organizations (Boys & Girls Club and St. Michael's Catholic School) 2. Wisconsin Worksite Wellness Resource Kits were provided to St. Michael's Catholic School and the Boys & Girls Club, Franklin Elementary School, First United Methodist Church, and Bridge Community Health Clinic 3. The Bridge Community Health Clinic completed the worksite assessment tool; majority of improvements have been made in regards to offering physical activity campaigns and working out an agreement with the neighboring Boys & Girls Club facility to utilize their gym for walking during lunch breaks 	
<p>Comments:</p> <ul style="list-style-type: none"> • Have not had follow through with 2 other organizations. 	

- Contacted numerous organizations in the neighborhood who were not interested in healthy eating policies or were unable to put policy in place due to being part of larger organization.
- Consider development of some form of public recognition to promote healthy behavior and promote HEAL; reward businesses and organizations that have a policy in place]
- Consider utilizing the Wisconsin Worksite Wellness Resource Kit to help businesses and organizations assess and identify needed policies and environmental changes; toolkits later distributed to five neighborhood organizations
- Worksites involved perceived creating policy change to be difficult
- Follow-up with Franklin Elementary School Wellness Committee is planned; showed interest in having a policy
- Expand beyond healthy eating policy; encourage worksites to utilize the Wisconsin Worksite Wellness Resource Kit
- Bridge clinic has partnered with Boys & Girls club for use of facilities for walking.
- St Mikes and Boys & Girls were given the “homemade” toolkit, put on hold until state toolkit ready. Effective tool is helpful and didn’t have until well into the program (9 months).
- Targeted businesses by location, should target those that have interest and have key contact with ability to move something forward with policy/environmental change.
- Parents in neighborhood don’t necessarily work in the neighborhood.

Ancillary Outcomes: None

Tools/Materials Used or Developed: University of Minnesota-School of Public Health, Healthy Eating Guidelines

Footprints to Health: Franklin Neighborhood Intervention Objective / Field Notes 2006-08

<p>Objective/Focus #9: Physical Activity Inventory--By April 2006 and August 2006, the HEAL coalition and its partners will complete and distribute an inventory of existing spring/summer and fall/winter physical activity programs and an assessment of current participation of parents in the Franklin neighborhood.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Compile list of activity programs using organization and agency fliers, phone book yellow pages 2. Circulated list to area organizations and agencies for additions and edits using only county or municipality activities who were legally incorporated either as not-for-profit or for-profit entities. 3. Finalized list in a resource guide 4. Distributed resource guide to families with children attending Franklin Elementary 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Marathon County Park & Rec 2. Franklin Elementary 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Gather information on local programs 2. Distribute guide to families
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Partnering with a group that already has info on local activity programs 2. Having school to assist with distribution (cut down on mailing cost) 3. Having focus groups for input on changes needed. 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. More time dedicated to update. 2. Difficult to track/find ALL organizations/programs. 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Mid point survey 2. Large number of web "hits" and downloads of the recreation guide (3,795 hits & 581 downloads from Jan.1 – June 30, 2007). 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. Distributed a spring/summer (2006 & 2007) and fall/winter rec guide(2006). 2. Also distributed an active recreation resource guide entailing year round activities and organizations 3. Second edition of Active Recreation Guide 	
<p>Comments:</p> <ul style="list-style-type: none"> • High number of web hits • Change layout for next version; organize by seasonal and year-round activities • UW partnership funded printing of the ARG. • Need a marketing plan for the guide. • People didn't know it was available. • Difficult to measure entire neighborhood # of people that referred to guide and made choice using guide. Only use web hits. 	
<p>Ancillary outcomes: None</p>	
<p>Tools/Materials Used or Developed: Active Recreation Guide for Marathon County</p>	

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<p>Objective/Focus #10: Neighborhood Walking Challenge. By May 2007, 50 parents living in the Franklin Neighborhood will have participated in a neighborhood walking challenge for families.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Contacted school for interest in participation 2. Movin and Munchin School 6 week activity to increase family participation 3. Smoothie party for class with most activity during challenge 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Lori Tonelli (Franklin Elementary) 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Coordinating Challenge
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Having challenge materials already available, rather than recreating an existing program 2. Having an internal challenge with classrooms to promote participation (smoothie party for winning class) 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. More promotion or advertising of challenge in advance and during challenge 2. Challenge was voluntary so no control over final number of participants 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Mid-point survey results 2. Related mid-point survey data: Tables 17, 18, 20, 21, 23, 24 & 25. All data had moved up slightly except slight decrease in Table 24. The only statistically significant change was increased child activity levels as reported by the parent – Table 21. 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. Approximately 25 students participated in the challenge 	
<p>Comments:</p> <ul style="list-style-type: none"> • School challenge was done prior to organizing neighborhood challenge. Need to coordinate these activities with those in neighborhood. • Encourage participation of teachers; potentially expand the existing school walking challenge. 	
<p>Ancillary Outcomes: Active Family challenge promoted within school as an additional opportunity.</p>	
<p>Tools/Materials Used or Developed: None</p>	

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<p>Objective/Focus #11: Media Campaign, physical activity--By April 2007, at least 12 educational messages on the benefits of physical activity and ways to be more active will be disseminated through various media outlets such as radio, television and newspapers and via flyers. Messages will focus on how to integrate physical activity into your daily routine.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Draft physical activity messages 2. Test messages through intercept interviews 3. Edit/recreate messages 4. Contact and present to local media 5. Run messages in local media 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Midwest Communications 2. Wausau Daily Herald 3. Karyn Powers 4. Nutrition Interns 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Create radio script to include tested messages. Run tested messages 2. Run stories on health related topics provided by HEAL 3. Draft messages 4. Intercept interviews
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Having the radio station create scripts for messages as they know the market the best 2. Having multiple people to create ideas for messages 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Contact media early on to get buy in and assistance with creating messages 2. Lack of commitment or buy in from some media 3. Include funds to buy spots for media 4. Have the same messages run over again rather than a different weekly tip 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. End survey 	
<p>Outcome(s): A partnership with WIC was created and radio, print, and television ads were created with funds from WIC through Moxie Creative and Golden Icon Productions. No media space was purchased due to timing.</p>	
<p>Comments: Media were interested in helping but in their own way, not necessarily the desired method of ads. Lack of commitment for television. See Objective #4 for full details.</p>	
<p>Ancillary Outcomes: See other media objective</p>	
<p>Tools/Materials Used or Developed: Media Messages (Link to Media Messages pdf)</p>	

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<p>Objective/Focus #12: Neighborhood Environment. By April 2007, at least 2 of the recommended environmental changes will be implemented in the Franklin neighborhood to make more conducive for residents to be physically active.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Met with Franklin Elementary PTO 2. Met with Franklin principal 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Franklin PTO 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Created a plan for drop off on school grounds
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Keeping up to date on what was occurring in the neighborhood to better understand community's lack of interest. 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Timing seems to be crucial, difficult to implement with a 1.2 million dollar project in the works 2. Must have school support, encourage more involvement in decision-making from school 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Student travel survey 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. School grounds were redeveloped to better meet needs of parents dropping children off as well as promoting safe walking areas on school property. 	
<p>Comments: Due to interest/focus of neighborhood being on destruction of buildings on same block as school there was lack of interest in working with this item. Parents not willing to allow children to bike/walk in neighborhood. Neighborhood attempted abduction also hampered this objective. Walking routes established for neighborhood (Obj 14-Safe Routes).</p>	
<p>Ancillary Outcomes: None</p>	
<p>Tools/Materials Used or Developed: None</p>	

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<p>Objective/Focus 13: Mapping of destinations. By June 2006, public destinations (grocers, parks, retail shops, etc) have been mapped with distances listed and distributed to residents to encourage walking and biking to nearby destinations. Target is 200 Franklin neighborhood households with elementary school children.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Identify neighborhood boundaries 2. Locate neighborhood parks, grocers, restaurants, churches, and convenience stores 3. Plot points on map 4. Create ruler to measure walking/biking distance 5. Disseminate to families at Franklin Elementary 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Marathon County Planning Dept. (Gary Hetzer) 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Create detailed map of neighborhood. Plotted organizations and businesses on map
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Having partnership with Planning department that has access to software to create detailed map 2. Having ruler to determine distances between locations 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Get input from families on businesses and organizations frequented in the neighborhood 2. Limited ability to make changes as planning department did work in kind. 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Related mid-point survey data: Table 26. 23% completed the “activity zone” and 13% had used it at least 1-2 times to walk or bike to nearby destinations. 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. Materials were sent to all households & fall open house. A small percentage have used the materials to take more “active” trips. 	
<p>Comments:</p> <ul style="list-style-type: none"> • Link with city planning department to create maps created a new partner for future activities. GIS/GPS mapping connection is a good resource for HEAL to utilize in future; will use for creation of Safe Routes maps. 	
<p>Ancillary outcomes: None</p>	
<p>Tools/Materials Used or Developed: Activity Zone (general tool) (specific map developed for Footprints neighborhood)</p>	

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<p>Objective/Focus #14: Neighborhood/School Environment--By April 2007, at least 2 walking routes and a walk-to-school program involving parents and children will be established in the Franklin neighborhood. The number of participants using identified walking routes will increase by 10%.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Contracted with Safe Steps of Eau Claire 2. Assessed neighborhood 3. Met with site council 4. Identified walking routes 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Brad Henderson 2. Jon Euting 3. Site council 4. Safe Kids Coalition 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Assess neighborhood, identify best routes 2. Provide access to school and families 3. Provide neighborhood input to route and program development
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Working directly with the site council to gain input 2. Contracting with Safe Steps to learn what to look for 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Attempted child abduction near school effectively ended Safe Routes discussion for 2006-08 school year. 2. Timing seems to be crucial, difficult to implement grass-roots program with a 1.2 million dollar building project next to the school in the works and bad car crash right by the school. Safety issues became a big parent concern. 3. Must have school support, encourage more involvement in decision-making from school from the very beginning. 4. Principal did not like idea of a walking school bus; worried that parents would not be responsible 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Traffic counts of single car drop off 2. Student travel survey 3. Safe Routes mapped 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. Route maps completed 2. Routes introduced at open house in the fall of 08 3. Bike/Ped safety courses held in the Spring 2008 4. Related mid-point survey data: Tables 17, 20, 21, 24 & 25. All data had moved up slightly except slight decrease in Table 24. The only statistically significant change was increased child activity levels as reported by the parent – Table 21. 5. New partner was established; Safe Kids Coalition 	
<p>Comments:</p> <ul style="list-style-type: none"> • Encourage involvement of school staff and parents and allow implementation of their ideas for encouragement and education. • HEAL now has relationship with the Metropolitan Planning Organization (MPO); HEAL coalition member appointed to board as health representative. • Involve neighborhood alderperson; inform on Safe Routes progress • Possibly more buy in if parent or school staff had attended a SRTS info meeting put 	

on by DOT.

Ancillary Outcomes:

Safe Route map distributed @ school open house and on website

Walk N Roll class 6 weeks, 18 students

Tools/Materials Used or Developed: Franklin Safe Routes to School map

Footprints to Health: Franklin Neighborhood Intervention Objective / Field Notes 2006-08

<p>Objective/Focus#15: Access to facilities for physical activity. By April 2007, meet with facility directors in the community (schools, YMCA, park and recreation) to discuss facility availability and policies that will increase availability by 10%. Coalition members will make recommendations to facility directors for expanded hours.</p>	
<p>Activities:</p> <ol style="list-style-type: none"> 1. Family night pool pass for discounted rate to all Franklin families 2. Hall walking at Franklin Elementary 3. Yoga classes offered at Franklin Elementary 4. Family Activity Nights at Franklin Elementary 	
<p>Partners:</p> <ol style="list-style-type: none"> 1. Marathon County Park & Rec 2. Franklin Elementary 	<p>Partner Role:</p> <ol style="list-style-type: none"> 1. Offered discounted admission on Family nights at neighborhood pool 2. Offered space for walking, yoga and activity nights
<p>What Worked Well:</p> <ol style="list-style-type: none"> 1. Partnership with Marathon County Park & Rec to provide reduced cost admission 	
<p>What Would You Do Differently or What Were Challenges or Barriers to Accomplishing the Objective:</p> <ol style="list-style-type: none"> 1. Lack of interest to use pool or school 	
<p>Evaluation Method(s):</p> <ol style="list-style-type: none"> 1. Counting numbers of attendees 2. Related mid-point survey data: Tables 17, 18, 20, 21, 23, 24 & 25. All data had moved up slightly except slight decrease in Table 24. The only statistically significant change was increased child activity levels as reported by the parent – Table 21. 	
<p>Outcome(s):</p> <ol style="list-style-type: none"> 1. Estimated at 10 women attending yoga classes and using halls at school. 4 families participated in Family Activity Nights. 17 people used discounted rate for Family nights at neighborhood pool. 	
<p>Comments:</p> <ul style="list-style-type: none"> • School staff mentioned some dedicated individuals using facilities. • Mid-point survey indicated fathers have a high interest in using open gym time with family. • Need to better publicize discounted memberships at YMCA and free opportunities at YMCA and Parks & Recreations Department. • Focus on utilizing the school as a means for increasing access to facilities; extremely difficult to utilize the YMCA (YMCA national policy does not allow facilities to be open for free use over an extended period of time). • School staff commented that parents are too busy with scheduled activities to take advantage of activity nights. 	
<p>Ancillary Outcomes: None</p>	
<p>Tools/Materials Used or Developed: None</p>	