

**LOCAL IMPLEMENTATION OF THE WISCONSIN NUTRITION AND
PHYSICAL ACTIVITY STATE PLAN**

RFPG#002

APPENDIX B

PRIORITY STRATEGY AREAS, KEY STRATEGY EXAMPLES, AND RESOURCES

Priority Areas for 2010 – Nutrition, Physical Activity and Obesity Prevention Program:

- Strategic Planning, Coalition Building, and Intervention Development (Planning Level only)
- Active Community Environments (promoting and supporting physical activity through changes to the built environment)
- Breastfeeding Support
- Food Environment – Fruit and Vegetable Access
- School Wellness
- Worksite Wellness
- Other: If your coalition or organization wishes to implement strategies in an area other than those listed, provide evidence of need and a well-developed plan in order to be considered for funding.

Guidance for Suggested Strategies and Activities to Include in Intervention Plans

Strategic Planning, Coalition Building, and Intervention Development:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/General/Index.htm>

Active Community Environments (ACEs):

ACEs Resource Kit:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/ACEs/index.htm>

Breastfeeding Support:

- The Business Case for Breastfeeding:
<http://www.womenshealth.gov/breastfeeding/programs/business-case/>
- Ten Steps to Breastfeeding Friendly Child Care Centers:
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/BreastfeedingFriendlyChildCareCenters.pdf
- CDC Guide to Breastfeeding Interventions:
http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf

Fruit and Vegetable Access:

- Improving Access to Fruit & Vegetables Resource Kit:
<http://dhs.wi.gov/health/physicalactivity/GrantsandProjects/F%20&%20V%20%20Kit%2008-09.pdf>
- Got Dirt? Garden Toolkit:
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/GotDirt_09.pdf
- Got Dirt? Garden Initiative (Brown County):
http://www.co.brown.wi.us/departments/page_5ddf83a298e6/?department=68d3c3d55278&subdepartment=b2b33ee26bfc

School Wellness:

- NPAO resources for schools, including the Active Schools Resource Kit and “What Works in Schools” document:
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/School/School.htm>
- Governor’s School Health Award:
<http://www.schoolhealthaward.wi.gov>
- Got Dirt? Garden Toolkit:
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/GotDirt_09.pdf
- Got Dirt? Garden Initiative (Brown County):
http://www.co.brown.wi.us/departments/page_5ddf83a298e6/?department=68d3c3d55278&subdepartment=b2b33ee26bfc

Worksite Wellness:

Wisconsin Worksite Wellness Resource Kit:

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksitekit.htm>

General/Multiple Strategies:

Table of Nutrition and Physical Activity Strategies promoted by expert organizations

<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/General/Key%20Strategies%20Table%202010.pdf>

CDC: Recommended Community Strategies and Measurements to Prevent Obesity in the United States:

<http://www.cdc.gov/mmwr/pdf/rr/rr5807.pdf>

Additional Resources

- RFP page, <http://dhs.wi.gov/health/physicalactivity/Sites/Community/Grant.htm>
- Wisconsin Nutrition and Physical Activity State Plan,
<http://dhs.wisconsin.gov/health/physicalactivity/StatePlan/index.HTM>
- Nutrition, Physical Activity and Obesity Program website,
<http://dhs.wisconsin.gov/health/physicalactivity/index.htm>
- Obesity Prevention Coordinators’ Social Marketing Guidebook
<http://www.cdc.gov/nccdphp/dnpa/socialmarketing/index.htm>
- Introduction to Program Evaluation for Public Health Programs: A Self Study Guide

- Healthy Wisconsin Leadership Institute, Community Teams Program, <http://hwli.org/communityTeams.asp>. This year-long applied learning program aims to facilitate the development of collaborative leadership and public health skills among teams of individuals who are mobilizing communities to identify and solve health problems. Participants take part in a curriculum delivered through a series of face-to-face workshops and distance-based educational sessions taught by outstanding national and state faculty. They also apply new skills as they work on health improvement projects in their home communities. The curriculum includes training in leadership as well as technical and scientific skills that equip learners to successfully impact local community health improvement initiatives.
- Strategic Planning - http://ctb.ku.edu/en/tablecontents/sub_section_main_1086.htm
- Developing Vision and Mission Statements - http://ctb.ku.edu/en/tablecontents/sub_section_main_1086.htm
- General coalition planning resources -
 - Community toolkit (general resource): <http://ctb.ku.edu/en/>
 - Prevention Institute--developing effective coalitions: http://www.preventioninstitute.org/tool_8step.html