

**Active Schools Project  
Coalition Teleconference Agenda  
Thursday, August 5, 2010  
1:00 – 2:00 p.m.**

**Call-In Information:**

Toll Free Number: (877) 848-7030

Passcode: 3969465

**\*\* Live Meeting web info will be sent via email \*\***

**Expected Attendees:**

**Wisconsin Department of Health Services:** Jordan Bingham, Healthy Communities Coordinator; Karen Odegaard, Active Schools Project Coordinator; Mary Pesik, NPAO Program Coordinator; Jon Morgan, NPAO Program Physical Activity Coordinator; Amy Meinen, NPAO Program Nutrition Coordinator

**Local Coalitions (at least one member from each):**

**Coalitions with Active Schools Pilot Sites:** Brown County Work Group for Physical Activity; YMCA of Dane County Pioneering Healthier Communities; Fond du Lac Children and Weight Coalition; Platteville Community Safe Routes Committee; Healthy Eating Active Living Coalition (Marathon); Milwaukee County Nutrition & Physical Activity Coalition; Fitness and Nutrition Coalition of Outagamie County; Polk County Nutrition & Physical Activity Coalition; Price County Nutrition & Physical Activity Coalition; Walk to Win Partners (Winnebago);

**Coalitions without Pilot Sites:** Burnett County Nutrition Coalition; U->CAN (Calumet); Challenge Chippewa; Clark County Eat Right Be Fit Coalition; Healthier Cumberland Coalition; Douglas County Community Health Improvement Coalition; Green County Healthy Community Coalition; Green Lake Area Health & Wellness Coalition; Lafayette County Aging Well Living Well Coalition; Manitowoc County Kids CAN; Childhood Wellness Partnership of Marinette & Oconto Counties; Healthy Eating & Active Living Coalition (Pierce); Portage County CAN; St. Croix County Youth Nutrition & Activity Coalition; Wellness Coalition of Taylor County; Waupaca County NuAct Coalition

Topic	Time	Person(s) Responsible
Introductions and review of agenda	1:00-1:05	Jordan
Project background and overview - ARRA funding - Coalitions "with" and "without" pilot school sites	1:05-1:10	Jordan and/or Jon
Contract deliverables and upcoming activities - Contract update - ARRA Reporting - Grantee deliverables and timeline - Grantor (DHS) deliverables and timeline	1:10-1:25	Mary, Karen
Coalition training and technical assistance timeline - September 30 coalition building training - Upcoming calls and trainings	1:30-1:40	Jordan, Karen
Upcoming coalition interviews	1:40-1:45	Karen
Questions and answers, wrap-up	1:45-2:00	All

# Active Schools Initiative Funded Coalitions

August 5, 2010



# Meeting Agenda

Introductions and review of agenda – 5 min

Project background and overview – 5 min

Contract deliverables and upcoming activities – 15-20 min

Coalition training and technical assistance timeline – 10 min

Upcoming coalition interviews – 5 min

Q & A; wrap up – 15 min



# Background

American Recovery and Reinvestment Act of 2009 (ARRA)

- The Active Schools Project is one of only 13 “Special Policy Initiatives” nationwide
- Overall policy initiative: 60+ minutes of physical activity per day in schools and early childhood/childcare settings statewide
- Initial focus of project is at the community level; building momentum toward state policy; identifying “what works”
- 2-year funding period; 3-5 year timeline for statewide policy goal

For additional details, see  
*ARRA Coalition Funding 2010\_Aug Update.doc*  
(included in Live Meeting documents,  
or contact [Karen.Odegaard@Wisconsin.gov](mailto:Karen.Odegaard@Wisconsin.gov) )



# Background

Distinguishing between coalitions “with” and “without” a Pilot Site

- 26 schools in 19 districts were chosen to implement and evaluate strategies from the Active Schools Kit
- Active Schools Kit and other info can be found on DPI website:  
<http://www.dpi.wi.gov/sspw/sas.html>
- 10 coalitions funded “with” and 16 “without” pilots
- Coalitions in pilot communities are expected to develop a relationship with the school(s) and support the strategies – especially those with community components (Safe Routes, joint use, etc)
- ALL coalitions – “with” and “without” pilots – are expected to carry out the remaining contract deliverables



# Contract Deliverables and Upcoming Activities

- Contract update
- Reporting
- Deliverables and associated timelines





# Deliverables & Timelines: Reporting

Progress reports will be due:

- January 15, 2011
- July 15, 2011
- January 15, 2012





# Contract Deliverables & Timeline

- Coalition building
- Educational advocacy (policy maker education)
- Implement specific strategies
- Support Active Schools pilot sites\*

\* Only coalitions in communities with an Active Schools intervention site





# Deliverables: Coalition Building

- Participate in a minimum TWO trainings on coalition building (one in 2010, one in 2011)
  - Example: Sept. 30 training in Madison
- Implement at least TWO strategies to build or strengthen coalition capacity





# Deliverables: Educational advocacy

- Participate in training related to educational advocacy tactics
- Conduct policy maker assessments
- Conduct personal meetings or visits with state legislators





# Deliverables: Implement Specific Strategies

- Implement at least ONE strategy from each of the following categories and TWO additional strategies as recommended by NPAO
  - Media Advocacy
  - Educate Key Local and State Decision Makers
  - Community Engagement





# Deliverables: Support Active Schools pilot sites\*

- Connect with pilot schools
- Assist with assessment and evaluation activities
- Collaborate and assist with dissemination of key messages developed at three points in time during the grant





# Grantor (DHS) Deliverables

- Training schedule (under development)
- Key messages/educational material development
- Policy maker assessment tool development



# Training

Coalition Building Training September 30

Location: Madison

Time: 9 a.m. – 2 p.m.

Lodging info will be sent soon for those needing overnight accommodations

Plan on 3-4 people from your coalition attending

Trainer: Fran Butterfoss, Ph.D.

President, Coalitions Work

Author, *Coalitions and Partnerships in Community Health*

Policy Skills Training

Likely date: 1<sup>st</sup> week of December

Location: TBD, Central WI likely

Additional teleconferences, webinars &  
other training opportunities will be announced





# Interviews

- Objective: To understand coalition perceptions and training needs related to educational advocacy
  - Educational advocacy
  - 30-minute discussions
  - No preparation needed
  - Over the phone OR in person
  - Optional



# Q & A and Wrap-up

