

# OCTOBER ACTIVE SCHOOLS UPDATE

## RESOURCES AND TRAINING NEWS

**Health in Practice:** The Wisconsin Clearinghouse for Prevention Services has launched a website – [www.healthinpractice.org](http://www.healthinpractice.org) – to provide policy training and technical assistance to coalitions that are working on a variety of chronic disease policy issues, including Active Schools. The site is built specifically for you, and we want to hear your feedback on how to make it more useful for your coalitions. Please contact [Karen Odegaard](#) with any suggestions!

**Coalition Building Training:** We are excited that we were able to reschedule our Coalition Building training to Oct. 19 & 20 in De Forest. If you haven't re-registered your coalition representatives for the training, please click here and fill out the entire registration form: <https://doa.wi.gov/DHSSurveys/TakeSurvey.aspx?SurveyID=IIMLI981>

We also hope to take some time during lunch to talk about candidate education and provide coalitions with materials you can use to introduce obesity prevention issues and yourselves to candidates in your area. We will also go through some tips for answering questions and staying on topic!

**SAVE THE DATE: December 9 Advocacy Training:** We will be hosting an Advocacy Training from 9 a.m.-2 p.m. on Thursday, Dec. 9 at the Holiday Inn Convention Center in Stevens Point. More information about the training will be coming soon.

For those of you who will need overnight accommodations, we have a block of rooms reserved at the Holiday Inn at the state rate. Please contact the hotel directly at 715-344-0200 and mention "Wisconsin Department of Health Services" to reserve a room.

**Archives:** If you missed a training or simply want to review the content, we are now archiving trainings and teleconference content. You'll find links to archived trainings under [ARRA Component II Current Projects](#).

## COALITION BUILDING TIP

Throughout the course of the Active School Initiative, coalitions are expected to implement a least two strategies to build or strengthen the capacity of the coalition. Here are some tips to help your coalition accomplish the strategies suggested in the grant guidelines. Need to review the [grant guidelines](#)? You'll also find them under [ARRA Component II Current Projects](#).

## Recruit and retain active coalition members that represent schools

Nearly all of you indicated in the 2009 coalition survey that you have school representatives on your coalition. That's great news!

For those of you who haven't connected with your schools yet, or who would like to strengthen your connection, Janel Hemmesch of the [Polk County Nutrition and Physical Activity Coalition](#) offers these tips:

- Set-up an initial face-to-face meeting with each school district's administration to get their attention. At that meeting:
  - Explain the purpose of your coalition and the school committee if you have one
  - Discuss how the coalition might benefit them
  - Determine the best contact at that school
- Do some very intentional things that directly benefit the school district. Can you help them write a grant, get them resources they've been needing, connect them with free labor like dietetic or health educator interns, or help them complete a project?

- Explore options to connect them to your coalition, even if they can't be there in person (e.g. teleconference or Live Meeting)

Also, you will hear more about connecting with schools using the [Active Schools Toolkit](#) during our conference call Tuesday, Nov. 16.

## **EDUCATIONAL ADVOCACY TIP**

The Active Schools Initiative is aimed at changing the amount and quality of daily physical activity in schools (K-12). Coalitions have been tasked with using local- and state-level policy change tactics to achieve the goal of 60 or more minutes of physical activity in and around the school day each day. Here are some tips to help your coalition advocate for 60 minutes of physical activity daily in your school districts.

**Educate Key Local and State Decision Makers:** Understanding the difference between educational advocacy and lobbying can be confusing. Here are some quick definitions and examples to help you differentiate.

Educational Advocacy:

- Gives factual information. (e.g. 1 in 4 Wisconsin high school students is overweight or obese)
- May also convey a value, but does not seek specific legislative action (e.g., If we don't take action to reverse the rise in childhood obesity, our students may be the first generation to have a shorter life expectancy than their parents.)

Lobbying:

- Asking a local, state, or federal policymaker to increase a budget, or support/oppose a bill, amendment, regulation or policy. Refers to a **specific piece** of legislation **AND reflects a view** on that legislation.

## **BIG PICTURE: OTHER NPAO PROJECTS**

Wisconsin has a lot of exciting obesity prevention work going on right now, and we want to share with you a sampling of what's happening!

**NPAO Local Implementation Grants:** 13 counties have been awarded Local Implementation Grants and are getting started with a variety of projects including efforts to redesign clinic environments to promote breastfeeding as a social norm ([Breastfeeding Alliance of Northeast WI](#)) and a pilot program 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 ([Healthy Youth Kenosha County Coalition: Food for Learning Project](#)). We hope to tell you a little bit each month about what's going on elsewhere in the state.

**WI Healthy Lifestyles Coalitions Project:** The WI Healthy Lifestyles Coalitions Project focuses on building community capacity to implement policy and environmental change to address tobacco use and exposure, poor nutrition and lack of physical activity. Three coalitions are working to integrate their tobacco control and nutrition/physical activity coalitions to collaborate on shared goals to improve community health outcomes, including the [Coulee Region Childhood Obesity Coalition](#) in La Crosse County, Fitness & Nutrition Coalition of Outagamie County, and Get Healthier Dodge and Jefferson Counties.

**CPPW– Communities:** Wood and La Crosse counties are using a variety of strategies to address obesity in their communities. We hope to give you updates throughout the process.

**CPPW – Active Schools:** 21 school sites across the state are piloting strategies from the [Active School Toolkit](#) to offer 60+ minutes of physical activity a day. To see where Active Schools sites are located, visit [www.healthinpractice.org](http://www.healthinpractice.org) and click on [Active Schools](#).

**CPPW – Active Early: Promoting Physical Activity in Early Care and Education:** 20 childcare providers throughout the state are piloting strategies to incorporate 120 minutes of physical activity each day. To see where Active Early sites are located, visit [www.healthinpractice.org](http://www.healthinpractice.org) and click on [Active Early](#).

## **FEEDBACK**

[Please take a few moments to help us make this a useful resource for your coalition!](#)

If you have additional questions, comments, or suggestions for future content, please contact [Karen Odegaard](#) via email.

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## **Upcoming Dates for Active Schools Initiative Coalitions**

**Bolded items are required, italicized items are optional opportunities.**

- **Tuesday, Oct. 19 and Wednesday, Oct. 20 – 9 a.m.-2 p.m. Coalition Building Training**
- *Thursday, Oct. 21 – 9-10 a.m. Optional Webcast training (Topic: Using the Social Ecological Model to Plan, Implement and Evaluate Effective Community Interventions)*
- *Thursday, Nov. 4 9-10 a.m. Optional Webcast training (Topic: Worksite Wellness: Evidence-based Strategies and Examples from Wisconsin)*
- *Thursday, Nov. 18 9-10 a.m. Optional Webcast training (Topic: School Wellness: Evidence-based Strategies and Examples from Wisconsin)*
- *Thursday, Dec. 2 9-10 a.m. Optional Webcast training (Topic: Breastfeeding Support: Evidence-based Strategies and Examples from Wisconsin)*
- *Thursday, Dec. 16 9-10 a.m. Optional Webcast training (Topic: Active Community Environments: Evidence-based Strategies and Examples from Wisconsin)*
- **Tuesday, Nov. 16 – 10-11 a.m. conference call (Topic: What IS the Active Schools toolkit and how do we use it to connect with our local schools and school boards?)**
- **Thursday, Dec. 9 – 9 a.m.-2 p.m. Advocacy Training, Stevens Point, WI**
- **Wednesday, Dec. 15 – First Jobs Report due to [Mary Pesik](#)**