

NUTRITION, PHYSICAL ACTIVITY AND OBESITY PROGRAM
Availability of Local Funding to Support Active Schools Initiative
August 2010

BACKGROUND:

Communities Putting Prevention to Work (CPPW) - In February and March 2010, the NPAO Program received three grant awards from the federal American Recovery and Reinvestment Act (ARRA) *Communities Putting Prevention to Work (CPPW)* initiative to work on obesity prevention efforts. These grant funds are focused on policy, environmental and systems changes. The grants are for 24 months and will end in February and March 2012 (a more detailed summary of the three grants can be found on page three). Wisconsin was one of only two states (Minnesota was the other) that received funding in all three grant areas for obesity prevention. As a result, the NPAO Program will now have these targeted projects as part of the overall implementation of the State Plan. The three CPPW Grant areas are:

- Statewide Policy and Environmental Change (CPPW I)
- Competitive Special Policy and Environmental Change Initiative (CPPW II)
- State Coordinated Small Cities and Rural Areas (CPPW Community)

Policy, Environmental and Systems Approach

Although the NPAO Program has always had a focus on policy, environmental and systems change this has become more of an emphasis with the CPPW initiative especially formal and legislated policies. The NPAO Program will be incorporating a variety of policy change strategies and tactics into funding opportunities, training and technical assistance and evaluation activities.

“Policy”: Laws, regulations, rules, protocols, and procedures, designed to guide or influence behavior. Policies can be either legislative or organizational in nature. Policies often mandate environmental changes and increase the likelihood that they will become institutionalized or sustainable. Examples of legislative policies include taxes on tobacco products, provision of county or city public land for green spaces or farmers’ markets, and regulations governing the National School Lunch Program. Examples of organizational policies include schools requiring healthy food options for all students, a district ban on the sale of less healthy foods throughout the school day, menu labeling in restaurants, or a human resources policy that requires healthy foods to be served at meetings.

AVAILABILITY OF LOCAL FUNDING: Wisconsin was one of 13 states awarded these competitive funds for the period February 4, 2010-February 3, 2012. The purpose of this funding is implement a high impact policy, systems or environmental change strategy that will have a substantial impact on the burden of obesity, physical in activity or poor nutrition in the state. Wisconsin’s proposed policy strategy is to change the amount of and the quality of daily physical activity in schools (K-12) and regulated childcare (group and family). Local-level and state-level policy change tactics will be used to achieve the goal of requiring at least 60 minutes of physical activity daily.

There are two different opportunities for these grant funds to be made available to local communities and coalitions:

1. Active Schools Initiative – Coalitions in a Community with a School Intervention Site

The Department of Public Instruction has recently chosen 26 elementary, middle and high schools in 19 districts to participate in an intervention to increase opportunities for physical activity using the *Active Schools* toolkit (see page 2 for the complete school list). The NPAO Program intends to fund a coalition in the communities with a school intervention site, where possible. The funding would be used to support the school in implementing and evaluating strategies from the Active Schools kit, especially those that have a community component (e.g., Safe Routes to School, joint use agreements, etc.). In addition, coalition will be required to participate in 1) coalition building activities; 2) educational advocacy/policy maker education. The education advocacy component would require the coalitions participate in training, conduct pre/post policy maker assessments, engage in media advocacy, grassroots/community

organizing and outreach and education local and state policy and decision maker. The specific tactics will be determined and then resources and materials will be developed and disseminated to coalitions for use. See pages 4 and 5 for specific deliverables.

Each coalition listed below will receive ~\$13,000 for the period June 2010-February 3, 2012. The NPAO Program will be contacting coalitions in the school intervention communities in the next 1-2 weeks to provide further details and see if the coalition is interested and able to participate in this opportunity. **This is a non-competitive funding process with coalitions being chosen based on being in a community with a funded school intervention site, the coalition's mission being relevant to work with schools and physical activity and overall coalition capacity.**

County	Coalition Name	Contact
Brown	Brown County Work Group for Physical Activity	Rebecca Meert
Dane	* Shape Up Sun Prairie	Jenny Lujan
Dane	* YMCA of Dane County Pioneering Healthier Communities	Sharon Baldwin
Fond du Lac	Fond du Lac Children and Weight Coalition	Colleen Deanovich
Grant	Platteville Community Safe Routes Committee	Kristina Fields
Langlade	Healthy Ways	Jean Turunen
Marathon	Healthy Eating Active Living (HEAL) Coalition	Amanda Ostrowski
Milwaukee	Milwaukee Co Nutrition and Physical Activity Coalition	Michelle Smith-Beckley
Outagamie	Fitness and Nutrition Coalition of Outagamie County	Sue Kamien
Polk	Polk County Nutrition and Physical Activity Coalition	Janel Hemmesch
Price	Price Co Nutrition Action & Physical Activity Coalition	Vickie Petrashek
Winnebago	Walk to Win Partners	Judy Crouch-Smolarek

* Multiple coalitions in the same county – NPAO program will call to determine role.

Active School Grantees 2010-2012

County	School	Contact	Phone #
Brown	Green Bay Kennedy Elementary	Ann Barszcz	920-492-2640
Dane	Deerfield High, Middle & Elementary	Barbara Callahan	608-764-5431
Fond du Lac	Fond du Lac Riverside Elementary	Sharon Simon	920-929-2880
Fond du Lac	Oakfield Elementary School	Bruce MaMurry	920-583-3146
Grant	Platteville High School	Maureen Vorwald	608-342-4020
Langlade	Elcho Elementary (4K-8)	Betsy Gruszynski	715-275-3225
Marathon	Schofield DC Everest Middle School	Karen Wegge	715-359-4221
Marquette	Montello Junior/Senior High	Chuck Harsh	608-297-2126
Milwaukee	Milwaukee College Prep School	Robert Rauh	414-445-8020
Milwaukee	Carver Academy	Brett Fuller	414-475-8057
Milwaukee	Forest Home Avenue School	Brett Fuller	414-475-8057
Milwaukee	Rogers Street Academy	Brett Fuller	414-475-8057
Outagamie	Appleton East High School	Lori Leschsin	920-832-6207
Polk	Osceola Middle School	Becky Styles	715-294-4180
Price	Phillips Elementary School	Dale Houdek	715-339-3864
Rock	Beloit Memorial High School	Joe-Ellen Fairbanks	608-361-4187
Sauk	WI Dells Spring Elementary		
Shawano	Tigerton Elementary and High Schools	Janel Scott	715-535-4050
Trempeleau	Osseo & Fairchild Elementary, Osseo-Fairchild MS	Steve Glocke	715-597-3141
Washburn	Northwood School (K-12)	Jean Serum	715-466-2297
Winnebago	Neenah Hoover Elementary	Steve Dreger	920-751-6800
Schools highlighted in yellow have a potential local coalition partner			

2. Active Schools Initiative – Other Nutrition and Physical Activity Coalitions

The NPAO Program will also be selecting approximately 20-30 local coalitions to support the policy goal of increasing opportunities for physical activity for children and youth. Coalitions receiving this funding will be required to participate in 1) coalition building activities; 2) educational advocacy/policy maker education. The education advocacy component would require the coalitions participate in training, conduct pre/post policy maker assessments, engage in media advocacy, grassroots/community organizing and outreach and education local and state policy and decision maker. The specific tactics will be determined and then resources and materials will be developed and disseminated to coalitions for use. See pages 4 & 5 for specific deliverables.

Coalitions listed below will be considered for funding of ~\$8,000 for the period June 2010-February 3, 2012. **This is a non-competitive funding process with coalitions being selected based on geographic distribution, areas that have higher rates of overweight and obesity, disparate population groups, coalition’s mission being relevant to work with schools and physical activity and overall coalition capacity.**

* Update: coalitions highlighted in yellow have been awarded funding for this project.

County	Coalition Name	Contact
Ashland	Ashland/Bayfield County Community Health Improvement Plan	Terri Kramolis
Barron	Healthier Cumberland Coalition	Jamie S Wickstrom
Buffalo	Buffalo County Nutrition & Physical Activity Coalition	Lori Miller
Burnett	Burnett County Nutrition Coalition	Sarah Miller
Calumet	U->CAN	Amy Storm
Chippewa	Challenge Chippewa	Judy Fedie
Clark	Clark County Eat Right Be Fit Nutrition Coalition	Tamara Yaeger
Columbia	Columbia County Children's Council	Andrea Uherka
Dane	* Shape Up Sun Prairie	Jenny Lujan
Dane	* YMCA of Dane County Pioneering Healthier Communities	Sharon Baldwin
Dodge & Jefferson	Get Healthier Dodge And Jefferson Counties	Susan Wollin
Douglas	Douglas County Community Health Improvement Plan.	Grace Gee
Dunn	Red Cedar Medical Center- Wellness ROCKS	Sara Carstens
Eau Claire	* Healthy Kids Eau Claire County	Beth Draeger
Eau Claire	* Energize Eau Claire County	Paul Loomis
Grant	N.E.W. Grant County	Carol Thole
Green	Green Co Healthy Community Coalition/Healthy Kids o	RoAnn Warden
Green Lake	Green Lake Area Health and Wellness Coalition	Molly Spaulding
La Crosse	Coulee Region Childhood Obesity Coalition	Linda Lee
Lafayette	Lafayette County Aging Well Living Well Coalition	Debbie Siegenthaler
Lincoln	Merrill Area Healthy Lifestyle Network	Susan Coady
Manitowoc	Manitowoc County Kids CAN	Julie Reimer
Marinette & Oconto	Childhood Wellness Partnership of Marinette & Oconto Co.	Debra Konitzer
Menominee	Menominee Health and Wellness Coalition	Mark Caskey
Milwaukee	Wauwatosa Physical Activity and Nutrition Coalition	Sue Javoroski
Monroe	Monroe On the GO	Ben Crenshaw
Oneida	Nutrition and Physical Activity	James Halminiak
Pepin	Pepin County Nutrition Coalition	Lori Miller
Pierce	The Healthy Eating and Active Living Coalition of Pierce County	Katie Bartko
Portage	Portage County CAN	Gary Garske

Sheboygan	Healthy Sheboygan Co 2020 Activity and Nutrition Coalition	Jeri L Dreikosen
St. Croix	St. Croix County Youth Nutrition and Activity Coalition	Teresa Kvam
Taylor	Wellness Coalition of Taylor County	Patty Krug
Walworth	Working for Whitewater's Wellness	Marilyn Kile
Washington	Healthy People Project of Washington County	Aaron Schmidt
Waukesha	Healthy People Task Force - Germantown & Menomonee Falls	Mandie Reedy
Waupaca	Waupaca County NuAct (Nutrition/Activity) Coalition	Beverly Hall
Wood	* Healthy Lifestyles Coalition/Marshfield Clinic	Kristie Rauter
Wood	* Healthy People Wood County Obesity Prevention Team	Jean Rosekrans

* Multiple coalitions in the same county – NPAO program will call to determine role.

NOTE: The list of coalitions was generated primarily from those that completed the Annual Coalition Survey prior to June 4th AND meet the criteria highlighted in bold above.

Contract Deliverables

Active Schools Initiative – Coalitions in a Community with a School Intervention Site

- Connect with locally funded grant schools to assist with planning and implementation of strategies, particularly outside of the school setting.
- Assist schools with assessment and evaluation activities.
- Serve on the existing coalition or a school/community work group for the project.
- Collaborate and assist with dissemination of key messages developed at three points of time during the grant period (September 2010, December 2010 and December 2011).
- **Plus, the deliverables for all coalitions listed below**

Active Schools Initiative - All coalitions receiving CPPW funding

Coalition Building Deliverables

- Participate in, at a minimum, 2 trainings on Coalition Building – one in 2010 and one in 2011. It is desired that a team (3-4 members) of coalition members participate in the trainings.
- Implement at least 2 strategies to build or strengthen the capacity of the coalition from the list below:
 - Recruit and retain active coalition members that represent the school setting
 - Assess the capacity of the coalition to identify strengths, weaknesses and gaps
 - Address areas that need improvement as identified in the assessment to build or strengthen coalition capacity. This may include attending training, training coalition members, recruiting key members, communication, formalizing coalition structure. etc
 - Utilize asset mapping to identify what is currently happening in your community
 - Conduct periodic evaluation of coalition functioning
 - Conduct regular and on-going communication to members

Educational Advocacy (Policy Maker Education) Deliverables

- Participate in training related to policy maker education, media advocacy, grassroots organizing and policy change skills
 - October/November 2010 (face-to-face) REQUIRED
 - Participate in regular webinars (will be archived) and teleconference REQUIRED
 - Prevention Conference – June 2010 and 2011 (optional)
 - Various webcasts (optional)
- Conduct Policy Maker Assessments – assist in assessing the knowledge and attitudes of state legislators (from the district where your coalition is located) related to policies associated with increasing physical activity for children in the school setting. The NPAO Program and partners will be developing a script, tracking mechanisms, trainings and other tools for conducting these policy maker assessments.
 - Conduct personal meetings or visits with state legislators to provide education and resources, including pre/post Policy Maker Assessments

- ▶ Pre Assessment: Between November 2010 and March 2011
- ▶ Post Assessment: Before March 2012

Implement at least ONE strategy from each of the following categories and TWO additional strategies as recommended by the NPAO program during the funding cycle. *The NPAO Program and its partners will provide guidance and technical assistance for all strategies.*

- **Media Advocacy** - implement at least 1 media advocacy strategy (e.g., letters to the editor, op ed pieces, press/media events, radio or television programs, newspaper articles, newsletters, etc.) to support local and/or state level policies to increase physical activity for children 2-18. The NPAO Program and partners will provide training, talking points, templates and other tools for use doing media advocacy. The touch points and key messages will be coordinated through the NPAO Program and partners based on the timeline that will be established and as needed during the project period.
- **Educate Key Local and State Decision Makers** - implement at least 1 strategy to educate local and state leaders on how to increase physical activity in school-age children to at least 60 minutes per day through local and state policy change. This could include writing letters, personal visits/in-district meetings, and presentations to local governance structures (e.g., School Boards, City Councils, County Boards or Boards of Health). The NPAO Program and partners will provide training, talking points, data, and other tools for use in educating elected officials on this issue. These educational opportunities will be coordinated through the NPAO Program based on the timeline that will be established and as needed during the project period.
- **Community Engagement** – implement at least 1 strategy (e.g., town hall meetings, legislative breakfasts, provide education at local meetings/events, write letters, etc.) to mobilize your community around increasing physical activity for children 2-18 years. The NPAO Program and partners will provide training and tools for community organizing. These activities will be coordinated through the NPAO Program based on the timeline that will be established and as needed during the project period.

Please note that the NPAO Program may revise the contract deliverables to address legislative changes or new evidence. The NPAO Program and its partners will provide guidance and technical assistance regarding any revisions.

Other Requirements and Reporting

- Budget and budget justification (template provided)
- Information sheet completed for ARRA reporting (form provided)
- Quarterly jobs reports as part of ARRA funding (template provided)
- Describe the strategies implemented in a report (template to be provided) to include:
 - 1) The results of the pre/post state policy maker assessments
 - 2) The number & description of strategies implemented in support of a physical activity local policy,
 - 3) The results achieved,
 - 4) Coalition or community members involved and
 - 5) Copies of any related educational or media advocacy materials developed.

Use of Funding

- Staff time to complete deliverables, including attending and participating trainings as listed above.
- Travel and lodging to related to the deliverable activities
- Other costs as necessary to support the implementation of the Active Schools Initiative and the strategies in the Active Schools resource kit (optional)
- Funds cannot be used for, but not limited to, research, lobbying, supplanting and other costs not related to the Active Schools Initiative