

## Communities Putting Prevention to Work Project Summary

<b>La Crosse County, Wisconsin Strategies</b>	
<b>Media</b>	Promoting health food/drink choices & active transportation choices, Counter advertising for unhealthy food and beverage choices
<b>Access</b>	Farm to School, enhancement of bicycling/pedestrian infrastructure
<b>Point of Purchase / Promotion</b>	Labeling of lower fat/calorie choices(grocery stores, restaurants)
<b>Price</b>	In vending: Lowering prices of healthier items/increasing prices of less healthy items
<b>Social Support &amp; Services</b>	Workplace policy changes to encourage active commuting, activity groups @ Senior Centers, safe routes to school programs

<b>Wood County, Wisconsin Strategies</b>	
<b>Media</b>	Physical Activity <ul style="list-style-type: none"> <li>• Counter –advertising for screen time</li> <li>• Promoting increased activity</li> </ul>
<b>Access</b>	Nutrition <ul style="list-style-type: none"> <li>• Healthy food/drink availability (e.g., incentives to food retailers to locate/offer healthier choices in underserved areas, healthier choices in child care, schools, worksites)</li> <li>• Limit unhealthy food/drink availability (whole milk, sugar sweetened beverages, high-fat snacks)</li> <li>• Procurement policies and practices</li> <li>• Farm to institution, including schools, worksites, hospitals and other community institutions.</li> </ul> Physical Activity <ul style="list-style-type: none"> <li>• Require daily physical activity in afterschool/childcare settings</li> <li>• Restrict screen time (afterschool, daycare)</li> </ul>
<b>Point of Purchase / Promotion</b>	Nutrition <ul style="list-style-type: none"> <li>• Signage for healthy vs. less healthy items</li> <li>• Menu Labeling</li> </ul>
<b>Price</b>	Nutrition <ul style="list-style-type: none"> <li>• Changing relative prices of healthy vs. unhealthy items (e.g., through bulk purchase/procurement/competitive pricing)</li> </ul>
<b>Social Support &amp; Services</b>	Physical Activity <ul style="list-style-type: none"> <li>• Workplace, faith, park, neighborhood activity groups (e.g., walking, hiking, biking)</li> </ul>