



Jim Doyle
Governor

Karen E. Timberlake
Secretary

1 WEST WILSON STREET
P O BOX 2659
MADISON WI 53701-2659

608-266-1251
FAX: 608-267-2832
TTY: 888-701-1253
dhs.wisconsin.gov

**State of Wisconsin
Department of Health Services**

**Division of Public Health
Bureau of Community Health Promotion
Nutrition, Physical Activity and Obesity Program**

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The following is a summary of activities of the Nutrition, Physical Activity and Obesity Program.

PROGRAM INFRASTRUCTURE

1. Nutrition and Physical Activity State Plan

The Wisconsin Nutrition and Physical Activity State Plan and Executive Summary are posted on the website, <http://dhs.wisconsin.gov/health/physicalactivity/index.htm>. Hard copies are also available. To support the State Plan a series of brief, site specific handouts (*What Works*) on evidence-based/best practice strategies have been developed. *What Works in Schools*, *What Works in Worksites* and *What Works in Healthcare* are on the website.

An Evaluation Plan for the *Wisconsin Nutrition and Physical Activity State Plan* was completed and disseminated to WI PAN in September 2007. The evaluation plan provides the methodology for determining the overall impact of the State Plan. The State Plan Progress Report was posted on the website – the report shows progress on over ¾ of the objectives and indicates that the total plan is about 50% complete.

The State Plan will be updated and revised in 2009 – stay tuned!

2. Wisconsin Partnership for Activity and Nutrition

The Wisconsin Partnership for Activity and Nutrition (WI PAN) provides leadership for the implementation of the State Plan. There are currently 216+ active and affiliate members. The Partnership Chair is Susan Nitzke from the University of Wisconsin – Department of Nutritional Sciences and UW Extension. The committees include:

- Schools (including Action for Health Kids)
- Healthcare (currently inactive)
- Physical Activity Environment
- Breastfeeding
- Childcare/Pre-school
- Business
- Nutrition Environment
- Surveillance
- Coalition Support
- Advocacy

The committees are actively working on the implementation of the State Plan. The next WI PAN meetings are June 3, 2009 at the Holiday Inn in Stevens Point, September 9, 2009 at the Crowne Plaza in Madison and December 9, 2009 at the Crowne Plaza in Madison.

- ▶ Letter of Support Criteria – a process for requesting letters of support from WI PAN has been developed and is available from Mary Pesik, mary.pesik@wisconsin.gov

3. CDC Cooperative Agreement

The Nutrition, Physical Activity and Obesity (NPAO) Program is funded through a five-year (June 30, 2008-June 29, 2013) cooperative agreement from CDC. This funding provides some funding to support the implementation of the Wisconsin Nutrition and Physical Activity State Plan.

4. Program Integration Demonstration Project

The Wisconsin Division of Public Health is one of four states to participating in a 3-year (2009-2011) CDC Program Integration Demonstration Project. The purpose of the project is to increase synergy, reach, and desired health outcomes in programs currently funded by CDC. The states participating in the project (MA, NC, CO, WI) were eligible if the following programs were currently funded: BRFSS, tobacco, diabetes, comprehensive cancer, heart disease and stroke, and nutrition, physical activity and obesity. The arthritis and asthma programs are also participating in the PI project.

ADVOCACY

5. Legislative Council Study

A request for a legislative council study on childhood obesity was submitted in December on behalf of WI PAN. The study topic, "Performance-Based Disease Management Programs for Large Populations", included a focus on childhood obesity. The committee met from July 2008-March 2009. The following bills have been approved for introduction into the State Legislature: :

- a quality rating system for child care that includes a wellness component;
- school nutrition standards for food served outside of school meals;
- physical fitness assessments in schools; and
- traditional neighborhood development ordinances, mixed-use zoning, department of transportation planning for bicycle and pedestrian ways.

These draft bills can be found at:

<http://www.legis.state.wi.us/lc/committees/study/2008/LPOP/index.htm>.

The WI PAN Advocacy Committee will be organizing Ad Hoc Committees for each of these bills.

SURVEILLANCE AND EVALUATION

6. Obesity, Nutrition, and Physical Activity in Wisconsin Report

The Obesity, Nutrition, and Physical Activity in Wisconsin Report will be completed in May 2009. The WI PAN Surveillance Committee is developing a dissemination plan for the report as well as a press release and talking points for state and local use.

7. Oral Health Survey

The Nutrition, Physical Activity and Obesity Program collaborated with the Oral Health Program to add height and weight measurements to the oral health screening of a random sample of 3rd grade students in Wisconsin. ~114 schools were surveyed with ~4,500 children being screened. Data will be available by region, race/ethnicity and socio-economic status. In addition, the Oral Health Program did a similar screening, including height and weight, among a random sample of Head Start Programs (children 3-5 years).

8. Weighing and Measuring of School-Aged Children

An "ad hoc" group was formed to develop guidance for weighing and measuring in schools. The goal was to develop a guidance document that includes a discussion of whether a school should weigh and measure, how to weigh and measure, what to do with the data,

etc. The document is posted on the N & PA website at:
http://dhs.wisconsin.gov/health/physicalactivity/Sites/School/To_Weigh_Measure.pdf; hard copies are available. The document will be distributed to school administrators.

COALITION SUPPORT

9. Local Implementation of the Wisconsin Nutrition and Physical Activity State Plan
The Nutrition, Physical Activity and Obesity Program released a request for proposals (RFP) in October 2008. Through this opportunity, 16 local coalitions were funded for the period January 2009-June 2010. A summary of these funded projects and the RFP materials are available at: <http://dhs.wisconsin.gov/health/physicalactivity/GrantsandProjects/index.htm>.
10. Coalition Support Team
The Nutrition, Physical Activity and Obesity Program, along with UW Extension, has formed the Coalition Support Team to help identify training and other resources needed for local nutrition and physical activity coalitions and similar community-based groups to build capacity to effectively implement the State Plan and evidence-based interventions. The Team is comprised of members from local hunger/food security and nutrition and physical activity coalitions, UW-Extension, and the Department of Health Services.
11. Annual Coalition Survey
The Annual Coalition Survey was sent to the nutrition and physical activity coalition chairs in March 2009. This annual survey gathers information from coalitions based on their activities in 2008. The data is used to evaluate several state plan objectives, identify resource and training needs and measure the capacity of coalitions to implement evidence-based interventions. A **coalition self assessment tool** has been incorporated into the survey to assist coalitions in determining possible strengths and needs. The tool is also available online or as a pdf document at:
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/CoalitionCapacity/index.htm#Assessment%20Tool> If your coalition didn't complete a survey, contact mary.pesik@wisconsin.gov.

WORKSITE RELATED

12. Wisconsin Worksite Wellness Resource Kit
The Wisconsin Worksite Wellness Resource Kit is a tool to assist worksites with implementing strategies that have been proven to be effective. The kit provides information to implement a broad range of strategies or programming: some will require very little or no resources while other strategies may require considerable resources. The kit shows ways to get started and make a difference in the health of employees, regardless of the size of the worksite and its available resources. Training sessions will be held on June 2, 2009 in Steven's Point and June 10, 2009 in Madison. To register go to:
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksiteworkshops.htm>
13. Governor's Worksite Wellness Award
The Nutrition, Physical Activity and Obesity Program, in partnership with the Governor's Office and the Governor's Council on Fitness and Health, developed a Worksite Award similar to the Governor's School Health Award. To date, 38 worksites have won the award..

For information go to: <http://www.fitness-health.wisconsin.gov/section.asp?linkid=1107&locid=132>

SCHOOL RELATED

14. Governor's School Health Award

The NPAO Program worked with DPI, the Governor's Office and the Governor's Council on Physical Fitness and Health to develop and implement the Governor's School Health Award. Through 4 award cycles, 66 schools have received the annual award. It is an online application process with an award presentation to schools meeting the criteria. The bronze award is a plaque; silver is an all-weather banner and gold is a star that can be imbedded in concrete. The award program criteria contain many of the environmental and policy changes that were outlined in the State Plan and *What Works in Schools* documents for schools to implement. The criteria can also be used as a self-assessment tool for schools to begin the process of creating a healthy school environment. The website is <http://www.schoolhealthaward.wi.gov/>

15. Wisconsin Fresh Fruit and Vegetable Snack Program (FFVP)

The Fresh Fruit and Vegetable Program, funded through the 2008 Farm Bill via USDA, provides free fresh fruits and vegetables to children of participating elementary schools. The purpose of the program is to expand and increase the variety and amount of fruits and vegetables children experience and consume. Combined with nutrition education and a reinforcement of healthful eating habits, the program emphasizes the long-term goals of positively influencing children's life-long eating habits while combating childhood obesity. This program also encourages schools to reach out to area farmers/growers for purchasing local fresh produce. Applications for the 2009-2010 school year were due to the Department of Public Instruction on April 27, 2009. The NPAO Program is assisting with the evaluation and is providing some fruit and vegetable materials for participating schools. For more information go to: <http://www.dpi.wi.gov/fns/ffvp.html>

16. Wisconsin Farm-to-School AmeriCorps Program

Farm to School places two AmeriCorps members in a school or school district, each working half time. One member helps find farmers and food businesses that want to sell products to the site, and the other provides information about nutrition and healthy eating through education and outreach. The program is housed at the Wisconsin Department of Agriculture, Trade and Consumer Protection. The department's partners in the venture are the Wisconsin Department of Public Instruction, Wisconsin Department of Health Services (NPAO Program), Wisconsin Rural Partners and Wisconsin Homegrown Lunch, a joint project of R.E.A.P. (Research, Education, Action and Policy on Food) and the UW-Madison Center for Integrated Agricultural Systems. Farm to School is an innovative approach to reducing childhood obesity by promoting healthy eating habits, while increasing access to local foods in schools, and providing another market for local farmers and other food businesses. For more information on this Program go to: <http://www.reapfoodgroup.org/farmtoschool/>

18. Got Dirt? Garden Initiative

The Brown County UW Extension received a UW Partnership Fund Implementation Grant to continue to expand and implement the Got Dirt? Garden Initiative. The goal of Got Dirt? is to increase access to and ultimately consumption of fruits and vegetables amongst Wisconsin youth. Hands-on garden trainings, additional resources and other technical

assistance are also key facets of the Initiative. For more information regarding Got Dirt? and other gardening resources go to: <http://dhs.wisconsin.gov/health/physicalactivity/gotdirt.htm> or www.gotdirtwisconsin.org.

COMMUNITY RELATED

17. Community Webpage

A webpage has been developed to provide resources for coalitions and other groups. The content includes: coalition capacity building, assessment tools, packaged intervention resource kits or modules that address a single setting (e.g., worksite) or specific focus (e.g. restaurant change). The webpage also includes strategic planning (Moving to the Future materials) and intervention action planning process resources. Go to: <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/General/Index.htm>

18. Footprints to Health – Franklin Neighborhood Initiative

The NPAO Program partnered with the Healthy Eating, Active Living (HEAL) Coalition in Marathon County to design and implement a community-based intervention targeting parents of elementary school-aged children. The intervention period was April 2006-April 2008. The intervention's goals were to increase physical activity and fruit and vegetable consumption amongst the target audience (parents of elementary-aged children). The Executive Summary, Final Report, two case studies (SEM Model and Active Environments), field notes from the 15 intervention objectives, and evaluation tools are posted at: <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/Footprints/Index.htm>

19. Increasing Access to Fruits and Vegetables Resource

The WI PAN Nutrition Environment Committee developed an audit tool and protocol to assess access to fresh fruits in vegetables within a neighborhood or community. The committee is currently finalizing a resource titled *Improving Access to Fruits and Vegetables in Wisconsin Communities* for using the tool and developing and implementing an intervention to improve access. **An RFP will be released in May 2009 to pilot the resource kit.** For more information contact amy.meinen@wisconsin.gov.

20. Active Community Environments (ACEs) Resource Kit to Prevent Obesity

The NPAO Program developed a toolkit to help communities complete an assessment of the community environment for activity, strategies for an active community, intervention action planning for change and evaluating the changes. The toolkit is posted at <http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/ACEs/index.htm>. **An RFP will be released in May 2009 to pilot the resource kit.** For more information contact Jonathon.morgan@wisconsin.gov.

21. Healthy Lifestyles Coalition Pilot

The Division of Public Health's Tobacco Prevention and Control Program and Nutrition, Physical Activity and Obesity Program have developed a Healthy Lifestyles Coalitions Pilot Project as a component of Wisconsin's CDC Integration Project. The purpose of the pilot is for three selected communities to develop and implement "healthy community" policy, systems and environmental change strategies to address chronic disease prevention and health promotion, specifically regarding tobacco use, poor nutrition and lack of physical activity. For more information contact mary.pesik@wisconsin.gov.

22. Restaurant Module/Toolkit

A resource kit for coalitions will be developed to work with restaurants to increase access to and consumption of healthier food and beverage options. If you are interested in this module or are currently working with restaurants contact amy.meinen@wisconsin.gov.

23. Gardening and Arthritis

The NPAO Program (as part of Got Dirt?) assisted the Arthritis Program and Brown County UW-Extension in developing materials to provide tips, tools and techniques which will allow gardening to remain an enjoyable, lifelong activity. The materials include a *Gardening and Arthritis* video, and a *Gardening and Arthritis: Tips and Techniques for Life Long Gardening Enjoyment* brochure. To view or download go to: http://www.co.brown.wi.us/departments/page_0638b13d2c1a/?department=68d3c3d55278&subdepartment=b2b33ee26bfc

24. 14 Carrot Gold Award

The Senior Farmers Market Nutrition Program, WIC Farmers' Market Nutrition Program (FMNP) and the Wisconsin Nutrition, Physical Activity and Obesity Program collaborated to create the 14 Carrot Gold Award. The purpose of the annual award is to recognize excellence in promotion of fruits and vegetables to increase consumption in three main categories based on efforts related to education, environment and policy change. The 2008 award winners are posted. For more information on the award or award winners, visit: <http://dhs.wisconsin.gov/WIC/Fmnp/award.htm>.

CHILD CARE/PRE-SCHOOL RELATED

25. Got Dirt? Garden Initiative

The Brown County UW Extension received a UW Partnership Fund Implementation Grant to continue to expand and implement the Got Dirt? Garden Initiative. The goal of Got Dirt? is to increase access to and ultimately consumption of fruits and vegetables. Hands-on garden trainings, additional gardening resources and other technical assistance are components of the initiative.. For more information regarding Got Dirt? and other gardening resources go to: <http://dhs.wisconsin.gov/health/physicalactivity/gotdirt.htm> or www.gotdirtwisconsin.org.

26. Child Care/Early Childhood Intervention

The NPAO Program has contracted with 4C's in Madison to work with the WI PAN Child Care/Early Childhood Committee to complete the formative assessment (literature review, key informant interviews, focus groups, data review, etc.) of the early childhood care and education system. This information will be used to design a statewide intervention to address childhood obesity among children 2-5 years. For more information contact Mary.Pesik@wisconsin.gov or Amy.Meinen@wisconsin.gov.

27. Ten Steps to Breastfeeding Friendly Child Care Centers

The WI PAN Breastfeeding Committee had developed the Ten Steps to Breastfeeding Friendly Child Care toolkit. It is posted on the NPAO Program website and hard copies are being printed. The committee is developing a dissemination plan. The committee has also updated the training module, *How to Support Mothers in the Child Care Centers* and it is posted at: <http://dhs.wisconsin.gov/health/Nutrition/Breastfeeding/childcare.ppt>

BREASTFEEDING RELATED

28. Breastfeeding Friendly Health Departments

The Ten Steps to Breastfeeding-Friendly Health Departments is a new process for Wisconsin developed to assist local health departments, agencies and tribal clinics in their efforts to protect, promote, and support breastfeeding in Wisconsin communities and to receive Breastfeeding-Friendly designation. This resource aims to provide information to assist all health service agencies and tribal clinics to prepare for the Breastfeeding-Friendly assessment and designation process. More information can be found at <http://dhfs.wisconsin.gov/health/Nutrition/Breastfeeding/index.htm>

29. Ten Steps to Breastfeeding Friendly Child Care Centers

The WI PAN Breastfeeding Committee had developed the Ten Steps to Breastfeeding Friendly Child Care toolkit. It is posted on the NPAO Program website and hard copies are being printed. The committee is developing a dissemination plan. The committee has also updated the training module, *How to Support Mothers in the Child Care Centers* and it is posted at: <http://dhs.wisconsin.gov/health/Nutrition/Breastfeeding/childcare.ppt>

HEALTHCARE RELATED

30. Pay for Performance

The Wisconsin Division of Health Care Access and Accountability, as part of BadgerCare Plus, developed recommendations that address performance improvement opportunities related to childhood obesity with Medicaid HMO's in 2008. The internal workgroup was re-convened in April 2009 to pursue non-budgetary options for implementing the recommendations. Nationally, HEDIS measures related to childhood obesity are being collected for the first time in 2009 by participating HMO's. For more information contact mary.pesik@wisconsin.gov.

OTHER RESOURCES/TOOLS

31. Nutrition, Physical Activity and Obesity Program Website

The NPAO website is a "clearinghouse" for information related to nutrition, physical activity and obesity prevention. New information is being added regularly. Check it out and let us know what you think! <http://dhs.wisconsin.gov/health/physicalactivity/index.htm>

32. WI PAN Listserve

The Wisconsin Partnership for Activity and Nutrition (WI PAN) has an electronic listserv, to facilitate communication throughout the state on obesity prevention efforts. The list is for professionals, not consumers. There are about 337 subscribers. To subscribe go to: <https://lists.uwex.edu/mailman/listinfo/winpaw>

33. Fruit and Vegetable Nutrition Program

Wisconsin has the state license to use the brand that replaced 5 A Day. A process for sub-licensing public sector entities has been developed. For more information about the brand, contact Amy Meinen at Amy.Meinen@Wisconsin.gov. The N & PA website has been updated with the brand, <http://dhs.wisconsin.gov/health/physicalactivity/F&V/brand.HTM>. A statewide webcast on the brand and strategies to increase fruit and vegetable consumption is scheduled for May 29, 2009.

34. Nutrition Environment Measures Study (NEMS)

WI PAN in partnership with the SHOW submitted a UW Partnership Fund grant to expand the use of the NEMS assessment tools in coordination with the Survey of the Health of Wisconsin (SHOW). The project expands on the train-the-trainer session presented by Emory University to conduct observational assessments of grocery stores, convenience stores and restaurants using the NEMS assessment tools in July 2006. The assessment tools have been tested for reliability and validity. The project was approved but not yet funded. WI PAN hopes to about the funding timeline in June.

PARTNERSHIPS

35. Wisconsin Prevention of Obesity and Diabetes Workgroup (Wi POD)

The Wisconsin Prevention of Obesity and Diabetes Workgroup (Wi POD) is a UW-Madison campus-wide umbrella organization to provide a central point of contact information and facilitation for research activities aimed at reducing the prevalence and health impact of obesity in Wisconsin. The NPAO Program is represented on the executive committee.

36. Maternal and Child Health Program and Prevention Program Collaboration

The NPAO Program works with the Maternal and Child Health (MCH) Program and Prevention Program in working with local health departments to implement objectives related to creating a healthy environment, worksite wellness, Breastfeeding Friendly Health Departments and similar objectives that support the implementation of the Nutrition and Physical Activity State Plan.

37. Wisconsin Partnership Fund for a Healthy Future/Healthier Wisconsin Partnership Fund

Several projects related to obesity prevention funded through the Partnership:

Planning/Development Awards:

Brown County Extension – Got Dirt? Initiative (UW, 2005)
Bicycle Federation of Wisconsin Educational Foundation, Inc. (UW, 2005)
Dodge-Jefferson Healthier Community Partnership (UW, 2005)
Greater Johnson Park Health Coalition – Green City, Active People (UW, 2006)
Jefferson County Health Department – Childhood Obesity Wellness Campaign (UW, 2006)
Marshfield Clinic Research Foundation – Schools and Clinics United for Healthy Children and Youth (UW, 2006)
Milwaukee County Breastfeeding Coalition (UW, 2006)
Wisconsin Sports Development Corporation – Fit Kids, Fit Cities (UW, 2006)

Implementation/Impact Awards:

Marathon County Health Department – Footprints to Health (UW, 2005)
Citywide Nutrition and Physical Activity for Urban Children and Families (MCW, 2006)
Healthier Cumberland (MCW, 2006)
Wisconsin Partnership for Childhood Fitness (UW, 2006)
Wisconsin WIC Association – FIT WIC, FIT Families (UW, 2006)
Brown County Extension – Got Dirt? Garden Initiative (UW, 2007)

38. The Nutrition, Physical Activity and Obesity Program Staff participate in the following:

- Fruit & Vegetable Nutrition Coalition (staff)
- Comprehensive Cancer Control Steering Committee
- Heart Disease and Stroke Alliance
- Partnership for Public Health Nutrition
- Wisconsin Action for Healthy Kids

- Comprehensive School Health Program
- Diabetes Advisory Group
- DPH Program Integration
- Governor's Bicycle Council
- Governor's Council on Physical Fitness and Health (staff)
- Wisconsin Breastfeeding Coalition
- Wisconsin Partnership for Activity and Nutrition (WI PAN) (staff)
- Wisconsin Food Security Consortium

Nutrition, Physical Activity and Obesity (NPAO) Program Staff

- Mary Pesik, Program Coordinator
 - Mary.pesik@wisconsin.gov or 608-267-3694
- Jon Morgan, Physical Activity Coordinator
 - Jonathon.morgan@wisconsin.gov or 608-266-9781
- Amy Meinen, Nutrition Coordinator
 - Amy.meinen@wisconsin.gov or 608-267-9194
- Janice Liebhart, Epidemiologist
 - Janice.liebhart@wisconsin.gov or 608-266-849