

Goal 1: Project infrastructure assures achievement of project goals and MAPPS interventions

Objectives

1. By 9/30/10, all CPPW personnel will include appropriately qualified individuals for all staff and contract positions.

2. By 9/30/10, the CPPW project monitoring plan will be complete.

3. By 9/30/10, the CPPW project evaluation plan will be complete.

Key Strategies and Activities	Implementation Milestones/Quarter								Evaluation Indicators & Data Sources
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
	4-6/10	7-9/10	10-12/10	1-3/11	4-6/11	7-9/11	10-12/11	1-3/12	
<p>1. By 9/30/10 all CPPW personnel will include appropriately qualified individuals for all staff and contract positions.</p> <p>1.1 Hire all CPPW staff and contractors</p> <ul style="list-style-type: none"> • Advertise CPPW project staff positions • Interview and hire best qualified candidates • Agree upon position responsibilities and complete contracts for staff and project partners • Work with all contractors to assure all contracts are signed and copies on file 		X							<p>1.1 Personnel forms on file with Human Resources</p> <p>Subcontracts on file with Health Department</p>
<p>2. By 9/30/10, the CPPW project monitoring plan will be complete.</p> <p>2.1 Create and implement project monitoring plan to ensure project integrity</p> <ul style="list-style-type: none"> • Design and formalize project monitoring plan • Submit quarterly community performance plan and project evaluation measures 		X							<p>2.1 Monitoring plan complete and on file with PD</p> <p>Community performance measures submitted quarterly</p>
<p>3. By 9/30/10, the CPPW project evaluation plan will be complete.</p> <p>3.1 Design CPPW project evaluation plan</p> <ul style="list-style-type: none"> • Work with project evaluator to design CPPW project evaluation plan to include process and outcome measures <p>3.2 Initiate CPPW project evaluation plan</p> <ul style="list-style-type: none"> • Submit needed evaluation information to monitor CPPW progress 		X							<p>3.1 Evaluation plan on file with PD</p> <p>Process and outcome measures established</p> <p>3.2 Timely submission of quarterly community performance measures</p>

<ul style="list-style-type: none"> Adjust project activities based on ongoing project evaluation 			X	X	X	X	X	X	
4. Biannually from 3/19/10 through 3/18/12, progress toward anticipated policy, system and environmental changes in Wood County will be measured and reported to the CDC.									Policy, system & environmental changes collected annually in 9/10, 6/11 & 3/12 and changes noted. Use to adjust intervention as needed
5. By 6/30/10, the CPPW fiscal management plan will be complete.									
5.1 Create CPPW fiscal management plan <ul style="list-style-type: none"> Work with County Fiscal Manager to set up a separate CPPW account within the Wood County Health Department, including revenue and expense accounts 	X								5.1 CPPW account established with Health Dept 5.2 Fiscal reports submitted on time
5.2 Implement fiscal management plan to ensure program fiscal integrity <ul style="list-style-type: none"> Approve all expenses before they are billed to the CPPW account Monitor CPPW account monthly to track expenses Complete needed CPPW fiscal reports and submit as required 	X	X	X	X	X	X	X	X	

Goal 2: Create a functional and effective Leadership Team and Community Coalition.

Objectives

1. By 6/30/10, the Leadership Team will be established.
2. By 9/30/10, the Healthy People Wood County Obesity Prevention Team will strengthen its membership and capacity as it relates to the objectives of this grant.
3. By 3/18/12, the Healthy People Wood County Obesity Prevention Team will demonstrate the capacity to facilitate policy, system and environmental change.

Key Strategies and Activities	Implementation Milestones/Quarter								Evaluation Indicators & Data Sources
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
	4-6/10	7-9/10	10-12/10	1-3/11	4-6/11	7-9/11	10-12/11	1-3/12	
<p>1. By 6/30/10, the Leadership Team will be finalized.</p> <p>1.1. Finalize Leadership Team based on feedback from project officers</p> <ul style="list-style-type: none"> • The Obesity Prevention Team will convene community leaders for the Leadership Team based upon the needs identified in the Community Action Plan. Any potential new members will be invited to join the Leadership Team • Formalize Leadership Team members' commitments of time and resources through a memorandum of understanding • Identify and agree upon each Leadership Team member's role in implementing the Community Action Plan • Hold Leadership Team meetings on a quarterly basis • Three members of the Leadership Team attend the kick-off meeting • All members of the Leadership Team attend the Action Institute 	X X X	X	X	X	X	X	X	X	<p>1.1 Signed MOUs/contracts on file</p> <p>List of Leadership Team members' roles and responsibilities</p> <p>Meeting agendas and minutes</p>
<p>2. By 9/30/10, the Healthy People Wood County Obesity Prevention Team will strengthen its membership and capacity as it relates to the objectives of this grant.</p> <p>2.1. Perform an assessment of the coalition membership as it relates to the objectives of this grant</p> <ul style="list-style-type: none"> • Perform an updated S.W.O.T. (Strengths-Weaknesses-Opportunities-Threats) analysis • Survey coalition members to determine the capacity of each organization to fulfill the objectives of this grant • Eliminate gaps/weaknesses in resources that are necessary to fulfill the objectives of the grant 		X							<p>2.1 S.W.O.T. analysis results</p> <p>Members' survey results</p> <p>2.2 Formative assessment results</p>

<p>2.2. Utilize grassroots activities to identify supporters and involve individuals and groups in coalition efforts</p> <ul style="list-style-type: none"> • Conduct presentations on coalition activities and project plans • Recruit supporters through community outreach efforts such as phone banks or community events • Promote involvement in coalition activities through email list serves of local organizations • Develop partnerships and connections with existing groups in the community • Utilize a newspaper insert to educate the community and invite program supporters to contact coalition leadership about getting involved • Engage supporters in activities, such as meetings, community events and hearings • Engage and involve youth in grassroots activities such as advocacy, activism and message creation for youth-related health issues 	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>X</p> <p>X</p> <p>X</p>	<p>Presentations held</p> <p>Phone banks conducted</p> <p>Community events held</p> <p>Emails through local listservs</p> <p>New partnerships created</p> <p>Newspaper insert distribution</p> <p>Individuals (adults and youth) attending events</p>
<p>3. By 3/18/12. the Healthy People Wood County Obesity Prevention Team will demonstrate the capacity to facilitate sustainable policy, system and environmental change.</p> <p>3.1 Demonstrate coalition’s role in helping CPPW staff and contractors implement MAPPS interventions</p> <ul style="list-style-type: none"> • Coalition works with project staff and contractors to identify and designate project roles, responsibilities and timelines • Coalition members actively assist project staff and contractors in implementing MAPPS interventions and achieving project goals <p>3.2 Develop and sustain relationships with academic institutions</p> <ul style="list-style-type: none"> • Establish student practicum program with UW-Stevens Point Health and Wellness Department • Collaborate with UW-Stevens Point exercise physiologist and on assessments and evaluation related to afterschool and childcare physical activity strategies • Collaborate with UW-Stevens Point survey center on collection of county-wide nutrition and physical activity survey data • Collaborate with UW-Stevens Point, Marshfield Clinic and Wisconsin Prevention of Obesity and Diabetes (WI POD) on evaluation of Farm to School strategies 	<p></p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>X</p>	<p></p> <p>X</p> <p>X</p>	<p>3.1 Meetings with enforcement agencies</p> <p>Presentations to local organizations</p> <p>Letters written to local leaders</p> <p>Individuals (adults and youth) attending educational and/or outreach events</p> <p>3.2 Meeting minutes</p> <p>Quarterly reports</p> <p>3.3 Agreements between institutions and health department or coalition</p> <p># of students participating in practicum program</p>	

Goal 3: Increase physical activity among residents of Wood County.

Objectives

1. By 3/18/12, increase by 50% the number of Wood County high school students in after school programs serving low-income and at-risk youth, who limit screen time to no more than 2 hours per day and participate in 30 minutes of physical activity per day, as measured by YRBSS.

2. By 3/18/12, all districts and regulated childcare centers in Wood County will have policies that require daily physical activity and healthy snacks.

3. By 3/18/12, increase by 50% the number of Wood County residents participating in social physical activity networks, with the exception of those unable to participate in P.A. (i.e. handicap, infants, etc).

Key Strategies and Activities	Implementation Milestones/Quarter								Evaluation Indicators & Data Sources
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
	4-6/10	7-9/10	10-12/10	1-3/11	4-6/11	7-9/11	10-12/11	1-3/12	
<p>1. By 3/18/12, increase by 50% the number of Wood County high school students in after school programs serving low-income and at-risk youth, who limit screen time to no more than 2 hours per day and participate in 30 minutes of physical activity per day, as measured by YRBSS.</p> <p>1.1 Adapt and implement the CDC “Designing and Implementing an Effective Tobacco Counter-Marketing Campaign” to the topic of reducing screen time</p> <ul style="list-style-type: none"> • Work with Wisconsin Department of Health Services and Nutrition, Physical Activity and Obesity Prevention staff to select a media company and develop overarching strategy for media campaign • Utilize this approach to support Strategies 1.2, 1.3 and 1.4. • Coordinate with statewide DHS messages made as part of ARRA funding • Test all messages and strategies with focus groups and key informant interviews with members of target audience • Adapt messages and strategy as needed • Implement adapted messages and strategies <p>1.2 Identify and promote physically active alternatives to screen time through local communication channels</p> <ul style="list-style-type: none"> • Identify options for physical activity through focus groups and youth completed surveys • Locate and/or develop educational materials customized to reflect alternatives to screen time that are available locally and 						X	X		<p>YRBSS: 50% increase in students who limit screen time and 50% increase in physical activity levels measured among county high school students</p> <p>1.1 Educational materials secured and delivered to organizations - completed dissemination list</p> <p># of PSAs, advertisements and other messages created and broadcast</p> <p># of channels used for dissemination of messages</p> <p>1.2 Promotional items created and published/broadcast</p> <p># of local policies implemented by afterschool programs</p> <p># of legislative contacts and times</p>

<p>seasonally</p> <ul style="list-style-type: none"> • Make educational materials available to schools, worksites, churches, etc. • Utilize DHS’s modified Active Community Environments resource kit to be created as part of statewide ARRA initiative • Recruit organizations and corporate partners to disseminate messages • Generate media coverage • Partner with TV stations, Internet providers and movie theaters to run ads that promote increased physical activity, active transportation and local opportunities for physical activity <p>1.3 Implement “TV Turnoff” in afterschool programs reaching high school students</p> <ul style="list-style-type: none"> • Evaluate current policies in afterschool programs. • Utilize the media to promote this initiative and provide education regarding the benefits of physical activity • Combine “TV Turnoff” promotions with targeted promotions for increased physical activity, active transportation and local opportunities for physical activity • Create and implement local policies regarding TV viewing in afterschool programs based on recommended standards • Advocate for statewide policies and licensure regulations for TV viewing in after school programs reaching high school students. 	X			X	X		X	X	educated
<p>1. By 3/18/12, all districts and regulated childcare centers in Wood County will have policies that require daily physical activity and healthy snacks.</p> <p>2.1 Assist schools and regulated child care programs in implementing afterschool and child care programs that include a minimum of 60 minutes of daily physical activity</p> <ul style="list-style-type: none"> • Recruit schools and regulated child care facilities, targeting those with higher proportions of lower-income children • Assist schools and child care centers in completing programs, pre/post biometric health screenings and pre/post assessment of the current nutrition and physical activity environment to measure program impact • Provide schools/afterschool programs and regulated child care centers with resources to support physical activity programming and healthy snack options. Selected schools and child care centers will be required to provide evidence of ability to sustain staff and programming in future years • Create requirements that programming at all participating afterschool and child care programs include daily physical 		X	X	X	X	X	X	X	<p>2.1 Partnership created with DHS</p> <p># minutes of structured P.A. in afterschool and childcare center programs</p> <p># minutes of unstructured P.A. in afterschool and childcare center program</p> <p>Schools implementing the Fit-tastic afterschool program or similar program with PA requirements</p> <p>2.2 Presentations regarding inclusion of</p>

<p>activity and healthy snacks for all children</p> <ul style="list-style-type: none"> • Implement “TV Turnoff” in afterschool programs and childcare centers. <p>2.2 Assist schools and child care programs in developing policies requiring daily physical activity and healthy snacks in their afterschool programs</p> <ul style="list-style-type: none"> • Educate school boards, staff and parents about the importance of daily physical activity and strategies for integrating physical activity into afterschool programs • Provide schools and child care centers with successful policy models • Create and implement physical activity policies into school’s wellness policies <p>2.3 Advocate for statewide policies regarding daily physical activity in afterschool programs and child care settings</p> <ul style="list-style-type: none"> • Assess legislator’s positions regarding daily physical activity in afterschool programs and child care settings • Coordinate with and support the Wisconsin Department of Health Service’s efforts to establish statewide physical activity policies in afterschool programs and child care settings • Educate local and state policy makers on the importance of daily physical activity in afterschool programs in schools and child care centers 					X				<p>physical activity and state and local initiatives to school boards, staff and parents</p> <p>Number of schools with afterschool PA wellness policies and childcare centers with PA policies in place</p> <p>2.3 Pre & post measures in afterschool and childcare: partner with UW-SP for collection.</p>
<p>3. By 3/18/12, increase by 50% the number of Wood County residents participating in social physical activity networks, with the exception of those unable to participate in P.A. (i.e. handicap, infants, etc).</p> <p>3.1 Identify and expand current physical activity networks with a focus on low income neighborhoods</p> <ul style="list-style-type: none"> • Conduct an assessment of current physical activity networks and identify gaps • Create a database of existing social networks (PA and non-PA related); update quarterly • Increase by 20 % the number of current physical activity networks available to residents in Wood County. • Increase by an additional 20% the number of current physical activity networks available to residents in Wood County. • Promote networks through worksites, schools, churches and the Visitors Bureau • Increase by 25% the number of residents participating in physical 	X	X	X	X	X	X	X	X	<p>3.1 Database: # of current PA related networks; # of current non-PA related networks</p> <p>Pre & post: # of people participating in PA related networks</p> <p>Pre & post: # of non-PA related networks including PA components in activities</p> <p># of joint use policies will be developed for various facilities to promote P.A.</p>

<p>activity networks.</p> <ul style="list-style-type: none"> • Increase by an additional 25% the number of residents participating in physical activity networks. • Assist “non-physical activity” groups in adding a physical activity component. • Conduct an assessment of current joint use policies with local community facilities. • Increase by 30% the number of joint use policies with local community facilities to promote P.A. 			X			X	X		
<p>3.2 Promote social physical activity via social media</p> <ul style="list-style-type: none"> • Implement social media tactics from communications plan • Reference 2.4 in Goal 5 				X	X	X	X	X	<p>3.2 Reference contract with media partner for # of messages and types.</p>
<p>3.3 Implement team challenges to increase P.A. participation and physical activity levels</p> <ul style="list-style-type: none"> • Research and implement appropriate programs, such as, “Action Steps for Establishing a Community-Based Walking Group Program to Increase Physical Activity Among Youth and Adults” • Organize and plan county-wide physical activity team challenge. • Implement county-wide physical activity team challenge. • Increase the PA levels of those participating in social physical activity networks by 50% 		X	X					X X	<p>3.3 Participation in county-wide community physical activity team challenge</p> <p>Survey: PA levels at beginning and end of PA challenge</p> <p># of new social physical activity networks formed with targeted groups</p> <p>SHOW: collect pre and post measures throughout the county, including: PA levels</p> <ul style="list-style-type: none"> -perceptions -barriers -attitudes -intentions

Goal 4: Improve nutrition among resident of Wood County.

Objectives

1. By 3/18/12, increase by 50% the number of Wood County residents reporting increased access, including availability and affordability to local fruits and vegetables.
2. By 3/18/12, all Wood County non-franchised restaurants with 19 or fewer locations and all school districts will provide nutritional foods on their menu.
3. By 3/18/12, 75% of grocery stores and worksite vending in Wood County (focusing on rural and lower income areas) will competitively price healthier food options.

Key Strategies and Activities	Implementation Milestones/Quarter								Evaluation Indicators & Data Sources
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
	4-6/10	7-9/10	10-12/10	1-3/11	4-6/11	7-9/11	10-12/11	1-3/12	
<p>1. By 3/18/12, increase by 50% the number of Wood County residents reporting increased access, including availability and affordability to local fruits and vegetables.</p> <p>1.1 Adopt Farm to School policies in all Wood County school districts</p> <ul style="list-style-type: none"> • Assess and evaluate current Farm to School policies, if any, in all districts county wide. • Recruit 2 out of 6 school districts to participate in Farm to School initiatives, targeting districts with schools with $\geq 50\%$ of students eligible for free/reduced lunch • Educate district administrators, food service personnel, school board members, teachers and parents about the benefits of purchasing their fruits and vegetables locally and strategies for procuring local produce • Recruit farmers to participate in Farm to School initiatives • Educate and inform interested farmers about the Farm to School program using the Farm to School Toolkit (state provided) • Develop agreements between districts and local producers for the purchase of local fruits and vegetables 		X	X	X					<p>1. Healthy People Wood County survey and Survey of the Health of Wisconsin</p> <p>1.1 Districts recruited for F2S - # of schools with $\geq 50\%$ free & reduced lunch</p> <p>List of current farmers cooperatives</p> <p>Notes from meetings with farmers</p> <p>Agreements developed between farmers and institutions</p> <p>List of discounted food items provided by farmers</p> <p>Pre & post assessment of knowledge & awareness of Farm to School initiative</p> <p>Media campaign created</p>

<ul style="list-style-type: none"> • Develop and create Farm to School policies and implementation plans for the participating school districts, including addressing food safety concerns, classroom time and pricing of local produce vs. conventional • Fund participating schools for implementation costs including staff time, training, educational resources, food processing and storage, and related expenses • Educate and train Food Service Personnel and school staff who will be involved in procuring and preparing food from local producers using the Farm to School Toolkit (state provided) • Utilize AmeriCorps members through Marshfield Clinic and/or Central Wisconsin Resiliency Project, trained in food procurement to assist school foodservice personnel • Engage in media advocacy activities to increase awareness of potential health and economic benefits of Farm to School and opportunities to get involved • Coordinate with state Farm to School efforts to maximize media reach and create consistent messaging • Recruit the 4 remaining school districts to participate in the Farm to School program • Advocate for statewide Farm to School policies to produce health and economic impacts • Coordinate with and support DHS’s state ARRA-funded initiative to support statewide Farm to School policy • Include F2S programs into school/district wellness policies 				X					X	<p># of Farm to School messages disseminated</p> <p># of districts adopting Farm to School policies</p>
<p>1.2 Implement county-wide initiatives in schools and childcare centers in developing onsite gardens and assist worksites in utilizing CSAs focusing on areas of low income</p> <ul style="list-style-type: none"> • Establish sustainable partnerships between schools, childcare centers, worksites, and farmers through supporting hands-on experiences by students at local farms, sharing decision making, and implementation of initiatives • Distribute DHS’s “Got Dirt?” Garden Initiative (toolkit, trainings, lesson plans) and “Got Veggies” A Garden Based Nutrition Education Program for use with all six districts with schools at 50% or higher Free and Reduced Lunch eligible population & childcare center gardens • Distribute “Ag in the Classroom” an agricultural education program from the Department of Agriculture for use with school gardens • Develop partnership with AmeriCorps member host site through Marshfield Clinic and/or Central Wisconsin Resiliency Project and Community Ground Works for garden 		X		X					<p>1.2 # of Agricultural and nutrition education lessons provided in the classroom</p> <p># of students visiting local farms</p> <p># of school and childcare gardens at start and # at finish</p> <p># of worksites that are CSA sites</p> <p>#of participants in CSA worksite programs</p>	

<ul style="list-style-type: none"> implementation support Develop plans for implementing onsite gardens with low income schools and childcare centers county wide Implement onsite gardening Utilize UWSP practicum students in implementing initiatives Integrate onsite garden initiatives into school wellness policies Assess locations of greatest need for worksite CSA locations Recruit worksites and farmers for participation in CSA initiative Develop site-specific policies within worksites regarding CSAs and being CSA drop off sites Continue to provide worksites and farmers with support for any barriers that arise to continuing the CSA program 			X	X	X	X	X		<p>1.3 Gardening space secured throughout the county</p> <p>Businesses committed to sponsor community garden plots</p> <p># of pounds of produce distributed to local food pantries and meal programs</p> <p>WIC voucher redemption records</p> <p>Measures including; knowledge, perceptions/attitudes toward fruits and vegetables (students, school staff, food service personnel, parents) fruit and vegetable consumption will be evaluated pre and post garden participation.</p> <p>Fresh fruit and vegetable audit tool for baseline assessment and post evaluation</p> <p>Pre & post: perception of fruit and vegetable access survey</p>
<p>1.3 Institute comprehensive county-wide policies that will provide lower-income residents easier access to fruits and vegetables</p> <ul style="list-style-type: none"> Identify barriers to current farmer’s markets accepting WIC vouchers Promote the use of WIC vouchers for the purchase of fruits and vegetables at farmers’ markets and grocery stores focusing on low income areas Identify opportunities to reduce the relative pricing of healthy options at farmer’s markets to reduce cost as a potential barrier Assess current EBT use among grocery stores and farmer’s markets Identify opportunities to obtain and utilize EBT machines through USDA and grocery stores Education will be provided to local farmers and government assistance recipients about use of WIC vouchers and EBT machines Assess and evaluate current zoning & land use issues that might affect procurement and use of space for gardens Secure spaces for the development of community gardens in areas of greatest need focusing on disparity (i.e. low income) Advocate for local zoning and land use policies for community gardens Local zoning and land use policies for community gardens changed to support ease of implementing community gardens Gain sponsorship from 8 - 10 businesses to support the community gardens by purchasing plants and providing labor to care for the plot Develop two new “Adopt-a-Plot” community gardens throughout Wood County. Use already developed community garden models in Pittsville 		X	X	X	X	X	X		

<ul style="list-style-type: none"> and Marshfield as models • Create relationships with food pantries and community meal sites to donate excess produce • Develop policy to donate surplus produce from community gardens • Harvest and distribute surplus produce to food pantries and community meal sites 					X X	X			
<p>2. By 3/18/12, all Wood County non-franchised restaurants with 19 or fewer locations and all school districts will provide nutritional foods on their menu.</p> <p>2.1 Local restaurants will identify and highlight the nutrition content of at least 3 food items on their menus</p> <ul style="list-style-type: none"> • Assess restaurants currently doing menu labeling • Investigate the restaurant program in La Crosse County, Wisconsin called “500 club” to model our restaurant program development • Identify and assess barriers to providing nutritious food items on restaurant menus including permanence of menu items, cost, and personnel • Educate the Wisconsin River Valley Chapter of the Wisconsin Restaurant Association of the benefits of this initiative and provide strategies and partners for menu labeling and development • Work with local restaurant food distributors for assistance regarding menu labeling • Secure the support of 30% percent of non-franchised restaurants that will revise their menus • Implement menu labeling in these restaurants • Recruit an additional 20% percent of non-franchised restaurants to participate in the menu labeling program 	X	X X			X			X X	<p>2.1 Partnership created with DHS</p> <p># of restaurants providing nutritional info on menus</p>

<p>2.2 Advocate for local ordinances requiring the labeling of the nutrition content of menu items at the point of purchase in non-franchised restaurants with 19 or fewer locations.</p> <ul style="list-style-type: none"> • Develop strategies with the Wisconsin River Valley Chapter of the Wisconsin Restaurant Association • Coordinate with the Wisconsin Department of Health Services' Nutrition, Physical Activity and Obesity Prevention Program to stay up-to-date on menu labeling policy issues • Secure support and collaboration of Wood County restaurants • Identify partners who can move forward to affect change in ordinances at the local level • Educate local policymakers on the potential health benefits associated with menu labeling • Draft policy requiring the labeling of the nutrition content of menu items at the point of purchase in non-franchised restaurants • Pass menu labeling policy 					X						<p>2.2 Notes from meetings with the Restaurant Association and local restaurants</p> <p>Updates made to menus to reflect nutrition information</p> <p>NEMS-R measures: pre & post</p>
<p>2.3 Thirty percent of schools within the six school districts will provide nutritious foods on their a la carte menu and in vending machines.</p> <ul style="list-style-type: none"> • Assess schools regarding current offerings • Identify and evaluate implementation barriers to schools including cost and personnel • Recruit schools and districts with 50% free and reduced lunch populations to participate • Educate relevant school personnel regarding the benefit of this initiative and strategies for offering healthier items • Collaborate with school boards to develop a plan/policy using the Dietary Guidelines for Americans regarding nutritious food • Survey students to gain input on what foods should be provided • Adopt healthy a la carte and vending guidelines in the school • Assist schools in developing promotional and educational materials regarding healthy a la carte items • Adopt healthy a la carte and vending guidelines into school wellness policies • Develop a comprehensive school wellness policy county wide 	X	X		X					X	<p>2.3 # of schools that label menu items</p> <p>Food labels developed and posted in school cafeterias</p> <p># of lesson plans from nutrition education including education on reading labels</p> <p>Updates to school wellness policies regarding F2S</p>	

<p>3. By 3/18/12, 75% of grocery stores and worksite vending in Wood County (focusing on rural and lower income areas) will competitively price healthier food options.</p>								<p>3.1 # of existing co-ops</p> <p>Notes from meetings between farmers and food establishments</p> <p>Agreements secured between farmers and food establishments</p> <p># of co-ops established</p> <p>NEMS Instrument (Restaurant and Store Measurements)</p> <p>NEMS-S (Stores)</p> <p>NEMS-R(Restaurants)</p> <p>SHOW – evaluation of local produce in stores and restaurants</p> <p>3.2 # of educational and promotional materials distributed to local worksites</p> <p>A list of supportive vendors</p> <p>NEMS Vending Instrument will be used for evaluation</p> <p># of worksites participating</p> <p># of worksite wellness policies adapted</p> <p>Meetings will have been held with school leaders</p>
<p>3.1 Reduce the price of locally grown produce to grocery stores (including corner, small grocery, and convenience stores) conditioned upon a reduction in price of this produce to the consumer</p>								
<ul style="list-style-type: none"> • Research options for co-op memberships in Wood County • Consult with Badgerland Produce for ideas and strategies for starting a local producers’ co-op • Utilize Improving Access to Fruit and Vegetable Resource Guide • Educate farmers/co-ops and grocery stores regarding the benefits of this initiative • Recruit and assist small farmers in becoming members of a farmer’s cooperative <ul style="list-style-type: none"> ○ Utilize the Wisconsin Department of Agriculture’s Buy Local, Buy Wisconsin program ○ Utilize Wisconsin Local Food Marketing Guide ○ Utilize Farm Fresh Atlas • Develop agreements with grocery stores for the purchase of fruits and vegetables from local sources • Utilize the Grocers buy local through the Wisconsin Grocers Association website • Request and promote competitive pricing that supports and encourage the purchase of fruits and vegetables from local co-op members 			X					
<p>3.2 Worksites will competitively price healthier vs. unhealthy items in their vending machines</p>								
<ul style="list-style-type: none"> • Establish nutritional standards based on the Dietary Guidelines for Americans for healthier items to be offered in vending machines • Utilize the Wellness Warriors program in La Crosse County for ideas as a model • Recruit and identify vendors who are willing to participate in this initiative • Seek input from vending companies on competitive pricing and establish vending standards including polices and promotion • Develop a model worksite vending policy • Select and recruit worksites in areas of greatest need (i.e. rural and low income) to implement this initiative • Educate worksites regarding strategies for incorporating 			X	X	X			

<p>healthier items into vending machines and the benefit of this initiative through the Healthy People Wood County Worksite Wellness Network</p> <ul style="list-style-type: none"> • Evaluate the number of healthier items offered in vending machines pre-initiative at participating worksites • Implement healthy vending options • Provide labeling and promotional materials to encourage purchases of healthier items from vending machines • Evaluate the number of healthier items offered in vending machines post-initiative at participating worksites • Draft and revise policies with worksites to only offer healthy options in vending machines 					X	X	X	X X	Changes to school wellness policies regarding competitive pricing of a la carte items
---	--	--	--	--	---	---	---	--------	---

**Communities Putting Prevention to Work
Community Action Plan
Wood County Health Department
March 19, 2010-March 18, 2012**

Goal 5: By 3/18/12, Conduct a communication plan to mobilize individuals and organizations to support policy, systems and environmental improvements for physical activity and nutrition.

Objectives

1. By 3/18/12 increase awareness and attitudes of the county-wide initiatives to improve the communities' physical activity and nutrition environment.

2. By 3/18/12 increase participation in local initiatives that support policy, systems and environmental changes for physical activity and nutrition.

Key Strategies and Activities	Implementation Milestones/Quarter								Evaluation Indicators & Data Sources
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	
	4-6/10	7-9/10	10-12/10	1-3/11	4-6/11	7-9/11	10-12/11	1-3/12	
<p>1. By 3/18/12 increase awareness and attitudes of the county-wide initiatives to improve the communities' physical activity and nutrition environment.</p> <p>1.1 Develop an integrated communication plan to raise awareness of community efforts to improve policies and environments to support physical activity and healthy eating</p> <ul style="list-style-type: none"> • Contract with media partner • Define communications goals for media campaign and interventions • Conduct audience segmentation and assessment by intervention (including values and beliefs, channels, perceived barriers) • Assess communication needs by intervention • Allocate budget for communication tactics • Create tactical list and timeline for implementation <p>1.2 Develop identity for an overarching campaign (brand, tagline, logo, web page)</p> <ul style="list-style-type: none"> • Choose brand concept • Test concept with target segments • Develop logo, tagline and brand guidelines • Create web presence for initiative • Establish web analytics to capture web traffic 		X							<p>Use SHOW and WASABE to gather baseline data specific to attitudes around the role of environment in physical activity and nutrition supports</p> <p>Completed communication plan</p> <p>Assess Community Readiness using Community Readiness Model</p> <p>Conduct case studies to examine influence of communication efforts and gather success stories</p> <p>Assess traffic to website – initiative specific # of hits and track links to social networking sites</p> <p>Storytelling Networks communication technology used to track social networks and understand shifts in public awareness</p>

<p>1.3 Launch initiative</p> <ul style="list-style-type: none"> • Plan launch • Receive media coverage of launch • Collect names of individuals/organizations who want to participate in the initiative <p>1.4 Implement sustained media advocacy and PR</p> <ul style="list-style-type: none"> • Train media spokespersons • Develop coordinated earned media calendar with DHS NPAO team and La Crosse county • Conduct interviews with media • Submit letters to the editor • Pitch feature stories to the media • Complete special events/contests • Public education and outreach to local youth/ organizations/agencies/industries 				X					<p>Participatory Geographic Information Systems (PGIS) to map information exchange, analysis, decision making, social networks and advocacy</p> <p>Coalition members participating in media advocacy training</p> <p>Description of specific media outreach activities</p> <p>Data collected to determine the reach and impact of messaging and communication strategies</p>
<p>2. By 3/18/12 increase participation in local initiatives that support policy, systems and environmental changes for physical activity and nutrition.</p> <p>2.1 Implement social media tactics targeting middle and high school students</p> <ul style="list-style-type: none"> • Review background on community readiness and attitudes toward local venues for physical activity • Get input from target audiences on tactics/messaging • Develop social media campaign (e.g., weekly texting) • Build county-wide network/database <p>2.2 Create or adapt materials to promote <u>Active Kids</u> after school initiative</p> <ul style="list-style-type: none"> • Develop/adapt message strategy • Test messages/proposed materials and channels with target audiences • Develop creative • Produce and disseminate materials <p>2.3 Create or adapt materials to promote <u>TV Turnoff</u> time</p> <ul style="list-style-type: none"> • Develop/adapt messaging • Test messages/proposed materials and channels with target audiences • Develop creative • Produce and disseminate materials 					X	X	X	X	<p>Follow steps outlined in CDC's Evaluating Physical Activity Programs to evaluate Active Kids and PA in Social Networks</p> <p>Conducted observation and a series of focus groups to measure changes in awareness of young people's screen time, with parents and young people – Use Media Awareness Network protocol</p>

<p>2.4 Create or adapt materials to promote <u>physical activity in social networks</u></p> <ul style="list-style-type: none"> • Identify target networks (e.g., faith based, youth) • Review successful programming • Develop/adapt messaging • Test messages/proposed materials and channels with target audiences • Develop creative • Produce and disseminate materials 				X	X	X	X	X	
<p>2.5 Coordinate communications tactics with <u>DHS Farm to School initiative</u></p> <ul style="list-style-type: none"> • Identify available materials through F2S program • Secure agreement with F2S team for co-branding of materials • Disseminate communication materials to F2S team working with 6 school districts 		X	X	X	X	X	X	X	<p>Involve Farm to School stakeholders, including students, farmers, food service people, community and parents early on in the project in evaluation planning and design</p> <p>Implement national Farm to School Evaluation protocol</p> <p>Assess increased number of restaurants participating in promoting menu labeling and grocery stores using competitive pricing</p>
<p>2.6 Create or adapt materials to promote <u>menu labeling in restaurants</u></p> <ul style="list-style-type: none"> • Review La Crosse’s and other available menu-labeling materials • Create name and logo for Wood County’s menu labeling initiative • Develop/adapt message strategy • Test messages/proposed materials and channels with target audiences • Develop creative • Produce and disseminate materials 				X	X	X	X	X	
<p>2.7 Create or adapt materials to promote <u>competitive pricing</u></p> <ul style="list-style-type: none"> • Review La Crosse’s and other state’s materials • Create name and logo for Wood County’s competitive pricing initiative • Develop/adapt message strategy • Test messages/proposed materials and channels with target audiences • Develop creative • Produce and disseminate materials 				X	X	X	X	X	