

Wood County Wisconsin Obesity Prevention

QUOTE

“Policy changes and strategies, when combined, have a profound influence on improving health behaviors by changing community environments relating to physical activity and health. Our organization is committed to efforts that facilitate lasting community change. We strongly support working to prevent chronic diseases related to obesity, physical activity and nutrition by creating policy and environmental changes within our public health jurisdiction.”

-- Kelly Lucas, CEO, Community Foundation of Greater South Wood County

COMMUNITY OVERVIEW

- Wood County, a rural county located in the geographic center of Wisconsin, has a population of approximately 76,000 residents.
- In 2007, about 95% of Wood County residents were White 95.8%, 1.6%, Asian, and 1.2% Hispanic.
- Residents of Wood County are relatively young; in 2007, the median age of county residents was 38.4 years of age.
- During 2004 – 2006, an estimated 22% of Wood County residents lived below the Federal Poverty Level.

COMMUNITY HEALTH PROBLEMS

- In 2006, the obesity rate of Wood County residents was 23.2%.
- In 2005, the combined overweight and obesity rate was 61%.
- In 2008, about 16% of Wood County 2-4 year olds participating in WIC were overweight and 34% of third graders were overweight or obese.
- In 2007, heart disease was the leading cause of death among adults in Wood County.

COMMUNITY ASSETS:

Wood County will build on existing success in the areas of policy, systems, and environmental change by working with the Healthy People Wood County Obesity Prevention Team, which consists of local leaders, hospital CEOs, and school administrators.

- In 2008, the coalition was chosen to be part of Healthy Wisconsin Leadership Institute (HWLI), resulting in the development of the “Fit-tastic” afterschool program.
- The coalition has also partnered with the Healthy Lifestyles-Marshfield Area to address worksite wellness initiatives, including implementation of breastfeeding-friendly policies.

LEADERSHIP TEAM

The Leadership Team includes high-level community leaders from various sectors in the community who have the resources and capacity within their organizations, that when combined, can make the proposed activities a reality. This team is integral to community success as they will oversee the strategic direction of the project, enact policies related to the strategies selected, and will work with the community coalition(s).

Members of the Wood County Leadership Team include leaders from the following offices and organizations:

- CEO, Marshfield Area YMCA
- CEO, South Wood County YMCA
- Community Resource Agent, University of Wisconsin-Extension
- Dietetics & Nutritional Sciences Faculty, University of Wisconsin-Stevens Point

- District Administrator, Pittsville School District
- Health Officer, Wood County Health Department
- Health Promotion Coordinator, Riverview Hospital
- Mayor, City of Wisconsin Rapids Mayor
- President, Wisconsin Restaurant Association
- President/CEO, Heart of Wisconsin Business Alliance
- Director, Center for Community Outreach-Marshfield Clinic

COMMUNITY STORY

The success of the first *Fit-tastic*, physical activity and nutrition based, afterschool program was greater than expected, not only for the children, parents and grandparent but also for the school, coalition, and community. The children’s fitness levels and BMI’s improved as well as their knowledge about proper nutrition. One parents commented about her son, “He definitely had an increased awareness to healthy choices. He keeps telling me he needs more fiber”. Many requests have been made by other schools in the county to use *Fit-tastic* as a model with the plans to incorporate it into a pre-existing program or to start a new program.

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COMMUNITY STRATEGIES

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