

Healthiest Wisconsin 2020 Everyone Living Better, Longer, is the public health agenda that identifies priority objectives for improving health and quality of life. Through a coordinated approach, we can strengthen our capacity to improve health across the lifespan and eliminate health disparities and achieve health equity.

FOOD SYSTEM

- Wisconsin's food system supports and promotes healthy eating and healthy weight.
Wisconsin Nutrition, Physical Activity and Obesity State Plan 2013

POPULATION HEALTH CHALLENGE

- Food retail environments influence healthy food access and availability
- 32 million American adults shop at food stores on an average day
- 1 in 5 US meals consumed (4 meals per week) is prepared in a commercial setting

ACTION TEAM FOCUS

- Current focus is to bring public health and food retail partners together to define a common agenda and shared priorities, including healthy food and beverage options at grocery stores, restaurants, and cornerstores
- [Separate statewide work is occurring (led by DHS and UW Extension) to focus on increasing EBT/FoodShare access at farmers' markets]
- [Future food system action teams may develop depending on priorities and interests of partners]

PRIORITIES

- To be determined

MEASURABLE OBJECTIVES OR INDICATORS

- To be determined

IMPORTANT RESOURCES

- Check Out Healthy <http://www.dhs.wisconsin.gov/publications/P0/P00566.pdf>
- Order Up Healthy <http://www.dhs.wisconsin.gov/publications/P0/P00562.pdf>
- Healthy Corner Stores Network www.healthycornerstores.org
- CDC's Healthier Food Retail <http://www.cdc.gov/obesity/downloads/hfrassessment.pdf>
- Improving the Food Environment through Nutrition Standards: A Guide for Government Procurement, http://www.cdc.gov/salt/pdfs/DHDSP_Procurement_Guide.pdf

ACTION TEAM PROGRESS

	Plan	Implement	Communicate
	Actions		Timeline
Plan	Convene stakeholders, map assets and gaps		NOV 20 MEETING
	Identify resources and potential strategies		
	Analyze, discuss & prioritize strategies		
	Collectively decide on priorities		
Implement	Develop action plan (objectives, milestones, accountability, how progress will be measured)		
	Implement action plan and monitor progress		
Communicate	Monitor and evaluate progress		
	Communicate and promote results		

SUPPORT THE ACTION TEAM – ACTION OPPORTUNITIES

- Identify partners who should be in the conversation (public health, food industry, funders, researchers, advocates, etc.)

ACTION TEAM POINT OF CONTACT

- Amy Meinen ameinen@wisc.edu

ALIGNMENT WITH CDC CHRONIC DISEASE PREVENTION STRATEGIES AND MEASURES (1305)

Provide access to healthier food retail

- Number of small retail venues (e.g., corner stores, bodegas, gas stations, drug/dollar stores, etc.) that sell healthier food options in underserved areas
- Number of adults, youth, or families that access small retail venues (e.g., corner stores, bodegas, gas stations, drug/dollar stores, etc.) offering healthier food options

Provide access to farmers markets

- Number of farmer's markets that are accessible to designated underserved areas
- Number of farmer's markets that accept federal or state nutrition assistance benefit programs (e.g., SNAP, WIC, FMNP)
- Number of adults or families that access farmer's markets in underserved areas
- Percent of adults or youth who increase consumption of nutritious food and beverages
- Percentage of adults or youth who are overweight or obese