

# Wisconsin Nutrition and Physical Activity State Plan 2010 Progress Report

## Background / Summary

The epidemic of overweight and obesity in our Nation and in Wisconsin did not occur overnight and will not be eliminated overnight. Overweight and obesity is a multi-faceted issue, one that cannot be adequately addressed by any one program or intervention, therefore numerous partners must work together to address this issue.

The *Wisconsin Nutrition and Physical Activity State Plan* was developed in 2005 by the Wisconsin Partnership for Activity and Nutrition (WI PAN), the Department of Health and Family Services' Nutrition and Physical Activity Program, and other state and local partners.

The 2005 plan was the first formal state plan and it was intended to provide a statewide focus for obesity prevention, management and health promotion through nutrition and physical activity strategies. The plan activities are targeted to reach children, adolescents and adults across all races and socioeconomic levels.

The purpose of the plan was to provide a framework to mobilize around a set of common goals to make it easier for all Wisconsin residents to make healthy food choices, be physically active and achieve and maintain a healthy weight. The plan emphasizes strategies to: increase physical activity, increase fruit and vegetable consumption, increase breastfeeding, decrease television viewing, and balance caloric intake and energy expenditure.

The initial state plan was developed with the understanding that most organizations have limited time and resources and that achieving these objectives will take the active involvement of many partners.

The *Wisconsin Nutrition and Physical Activity State Plan* was intended to:

- Provide a framework of what needs to be done and the resources needed to reduce obesity.
- Set priorities for improvement. The plan priorities provide direction to ongoing and new efforts in obesity prevention and management.
- Identify evidence-based strategies to achieve priorities. Focus partner efforts on interventions that are practical, achievable, and realistic for reducing the burden of obesity, improving nutrition and increasing physical activity.
- Identify cost-effective means to implement priorities.
- Encourage policy and environmental changes that support healthy eating, physical activity and a healthy weight.
- Bring partners together to work collaboratively toward shared goals, maximize opportunities and reduce duplication.

## SUMMARY:

The majority of the Wisconsin Nutrition and Physical Activity State Plan objectives have been met or are on target to be met.

90% of the plan objectives are currently being addressed, with 53% being fully met. Overall, the plan is about 71% complete.

Partners involved in implementing the plan should review their current role and evaluate if changes need to be made based on the current findings.

A new 2010-2015 plan is being developed for implementation in the fall of 2010.

## Goals and Objectives: Evaluation Method

The original *Wisconsin Nutrition and Physical Activity State Plan* had seven major goals and over 100 objectives. For the purposes of this report, objectives were evaluated and a progress status was determined for each objective unless no data source could be

found. Based on that criteria 94 objectives were reviewed.

- Process objectives (such as developing a website) were scored on how completely the objective was met. If the objective was not completely met, then percent completion was determined by how many of the total action steps were complete and then dividing that into the total number of action steps for that objective.
- Outcome and data objectives (such as decreasing sweetened beverage consumption among adolescents) were scored based on the amount of change that occurred from the 2005 baseline figure to the recommended goal for that objective (example sweetened beverage baseline was 60% and goal was to reduce the number to 50% - the 2006 figure of 45% exceeded the goal so that objective was scored as 100% complete).

In addition to each objective being assigned a score, a total score was calculated for each of the seven goals and the plan as a whole. The overall

score and scores for each goal were calculated by taking the individual objective scores and adding them up and then dividing by the total number of objectives. For example,



an objective that was completed was counted as 1.0, an objective that was 50% done was counted as 0.5 and an objective that was 30% done was counted as 0.3. If these three objectives were all of the objectives for one of the seven goals, then they would be added up (total = 1.8) and then divided by three (total # of objectives) to get a goal score of 0.6 or 60%.

Table 1 shows objective progress by year due. Table 2 provides an overview for each of the seven goals as well as the general progress status for the objectives within each goal.

## Results

Any discussion of results has to be framed within the overall health outcome goals of being more active, eating healthy and decreasing rates of obesity. Unfortunately, the most recent Wisconsin data for these indicators does not show positive change.

Large-scale population change will be difficult since the changes will involve a state population of over 5 million Wisconsin residents. The current state plan goals, objectives and action steps provide markers to measure short term progress, which should precede the larger outcome measure of a declining obesity rate. Those markers were developed based on the best evidence available when the plan was written and that evidence indicated that achieving the shorter term objectives would lead to long term change. Intermediate markers have also been identified and some of those markers are showing improvement. Nevertheless, the plan going forward will have to focus in on strategies that can impact population-wide change to improve the outcome measures.

Overall results for the objectives in the state plan have been positive. Based on available data, the evaluation to date shows that:

- There has been active progress on 85 of the 94 measurable objectives in the plan (90%).
- Based on the number of objectives that are completed or are in the process of being completed, the overall score for the plan would be approximately 71% complete.
- 50 of the objectives (53%) have completely met the recommended measure.
- An additional 35 objectives show progress of varying degrees towards the recommended measure.
- Seven of the objectives show no progress due to a lack of activity for that objective. Only two objectives showed negative results in 2009. Seven of the original objectives were not included because of lack of measurement data.

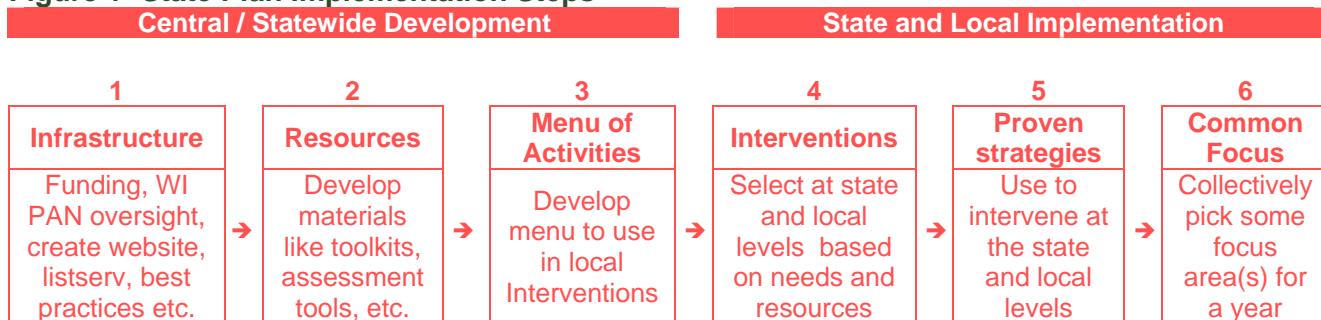


Preliminary discussions for a new state plan for 2010-2015 have occurred and it is likely that the next plan will focus on fewer objectives overall, but a higher percentage of outcome objectives. Short, intermediate and long-term objectives will focus efforts on strategies with the greatest potential impact.

## Conclusions

There has been tremendous progress made in the four years since the Wisconsin Nutrition and Physical Activity State Plan was completed in December 2005. The plan was designed with a 5-7 year timeline and the fact that progress has been made on 90% the objectives, with an estimated 71% completion level is significant. The early focus of the plan was to develop an infrastructure to support statewide and local efforts (see figure 1). Most of the necessary infrastructure pieces such as information sharing, development of a central web site, development of key resource materials and trainings, and identification of evidence-based strategies are now in place. Steps to implement the strategies at the state, regional and local levels will be a major focus in the upcoming years of the plan. The ability to identify, recruit and facilitate local individuals, groups and resources to implement what is now known, will be the biggest challenge for the upcoming years. A focus on policy and environmental strategies will be a major component of the 2010-2015 plan.

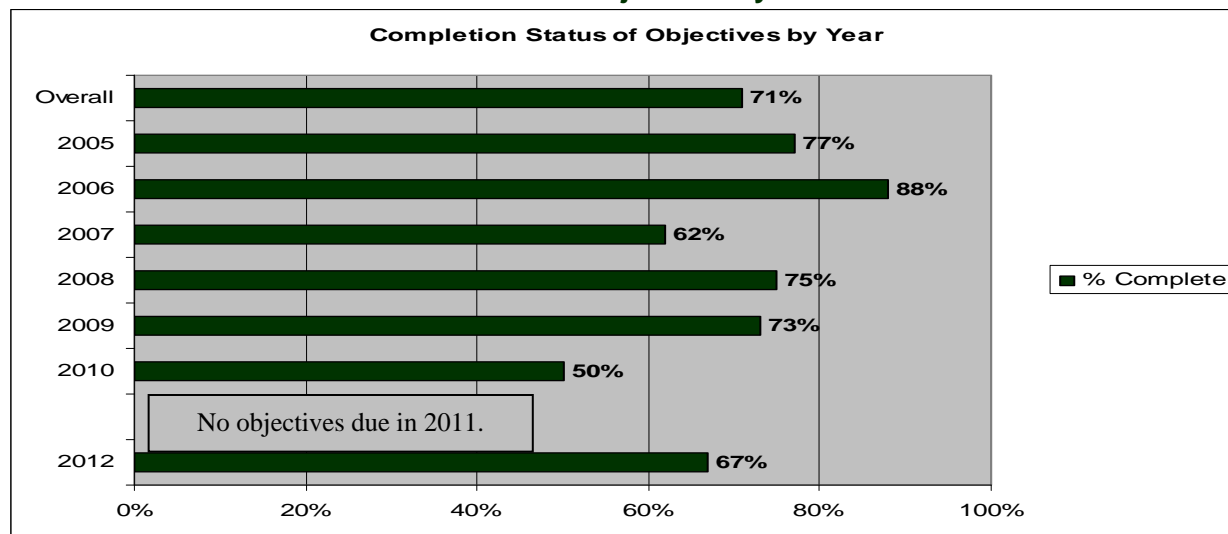
**Figure 1- State Plan Implementation Steps**



## Implications

The Wisconsin Partnership for Physical Activity and Nutrition should review the progress to-date on the State Plan and celebrate successes and reevaluate priorities in preparation for writing a new plan for 2010 and beyond. With many of the infrastructure and process objectives completed, the new plan will need to look at: a) strategies to be continued or expanded; b) new strategies focused on policy and environmental changes; and c) new ways to engage partners so that the objectives in the plan can be easily understood and implemented, both at a state level and by individuals working in the various settings. This review needs to happen so that lessons learned can be incorporated into a new 5-year plan that will be written in 2010.

**Table 1 – Objectives by Year**



## State Plan Evaluation Progress Report

**Table 2 - Objective Progress by Recommended Completion Year**

	Positive % Change					% Complete
GOAL (# objectives)	0	25	50	75	100	
# 1: Strengthen Statewide Infrastructure (12)						93%
Regional trainings, Best practices, Statewide inventory, Communication system, Web site, Expand Coalitions and Statewide partnerships. <i>Success Story: Extensive nutrition and physical activity web site is in place (1.5 million hits/yr).</i>						
# 2: Develop Materials and Provide Technical Support (9)						77%
Key messages, Issue briefs, Worksite toolkit, Healthcare guidelines and tools, Healthcare professional training, Healthcare screening and practice. <i>Success Story: Worksite Wellness Resource Kit completed and being used by over 2000 worksites in WI, with an employee reach of over 250,000.</i>						
# 3: Create Supportive Physical Activity & Nutrition Environments (17)						90%
Conduct environmental audits, Active environment training, Community resource guides, Farmer's markets, Community supported agriculture, Increase access to fruits and vegetables, Community improvements to increase activity, Increase access to recreational facilities, Safe routes to school, Active transportation policies, Increase number of restaurants & public places with healthy food options. <i>Success Story: Over 300% increase in the number of Farmer's Markets.</i>						
# 4: Develop a Comprehensive Policy Agenda (13)						55%
Develop an infrastructure to support public policy and advocacy efforts, Policy toolkit, Improve school physical activity and nutrition standards, Better healthcare coverage for obesity, Standard care guidelines for healthcare, Worksite wellness policies, Increase funding for statewide and local obesity prevention. <i>Success Story: WI PAN Advocacy Committee formed and actively addressing policy issues.</i>						
# 5: Increase the Number of Evidence-Based & Best Practices Strategies (30)						70%
Increase breastfeeding rates, duration, and practice, Increase fruit and vegetable consumption, Increase physical activity rates, Increase school & community gardens, Decrease sweetened beverage consumption, Increase school breakfast rates, Increase businesses with worksite wellness programs, Increase healthcare coverage, Create awards programs for schools, worksites and communities, Increase walk to school programs & after school activity programs, decrease TV time. <i>Success Story: 73 schools received Governor's School Health Awards from 2006 to 2009.</i>						
# 6: Expand a Data Surveillance and Evaluation System (10)						60%
Add additional obesity related questions to Behavioral Risk Factor Survey (BRFSS) survey, Publish annual report on nutrition, physical activity, and weight in Wisconsin, Hire an epidemiologist, Expand data submission from other data sources, Create data-sharing opportunities, Develop Guidance for BMI in schools, Collect Youth Risk Behavior Survey (YRBS) middle school data, Develop a community level data surveillance system. <i>Success Story: Over 200 middle schools are now completing the Youth Risk Behavior Survey (YRBS).</i>						
# 7: Eliminate disparities for those affected by obesity (3)						53%
Identify disparities, Develop and implement a plan to target disparities related to nutrition and physical activity. <i>Success Story: Grant funds to address obesity disparity issues have been distributed from 2005 to 2009.</i>						

### State Plan Progress Summary Level = 74% Complete

100	90	80	70	60	50	40	30	20	10	0	10	20	30	40	50	60	70	80	90	100
Data objectives could possibly get worse over time, so the full range of possible change is illustrated here. There are only 2 objectives to-date that have gone in a negative direction: adolescent fruit and vegetable consumption & adult sedentary behavior.																				

94 objectives were reviewed and analyzed for this report. The full report with the status of each objective is available.

Wisconsin Nutrition and Physical Activity Program  
<http://dhfs.wisconsin.gov/health/physicalactivity/>