

nutrition, physical activity and obesity state plan strategies

INFRASTRUCTURE

- Strategy 1: Increase the capacity for policy, systems and environmental change at all levels by providing leadership and building networks amongst obesity prevention stakeholders.
- Strategy 2: Increase the capacity of community coalitions and local partnerships to strategically plan, implement, and evaluate policy, systems and environmental change strategies for obesity prevention.
- Strategy 3: Develop and maintain partnerships with key stakeholders at both the local and state levels in efforts to prevent and manage obesity through evidence-based strategies.
- Strategy 4: Increase communication amongst obesity prevention stakeholders through the continued development and utilization of a statewide system for information sharing.

SURVEILLANCE & EVALUATION

- Strategy 1: Plan and begin to develop one or more coordinated systems among partners for obtaining and sharing data and other types of evidence and the knowledge and standards needed to use these appropriately, to foster and maintain an effective, sustainable systems approach to obesity prevention throughout the state.
- Strategy 2: Maintain and continue to develop surveillance and monitoring systems and foster the development, sharing, and use of evaluation resources to support the various levels and approaches of state and local obesity prevention efforts throughout the state.

EARLY CARE AND EDUCATION

- Strategy 1: Increase supportive nutrition and physical activity environments in regulated care through state-level policy change.
- Strategy 2: Improve the nutritional quality of meals and snacks served in regulated care settings.
- Strategy 3: Increase physical activity levels of children in regulated care.
- Strategy 4: Promote and sustain breastfeeding of infants in regulated care.

SCHOOLS

- Strategy 1: Increase the number of Wisconsin schools implementing environment and policy change strategies to support healthy eating and physical activity.
- Strategy 2: Increase standards-based nutrition education in grades K-12.
- Strategy 3: Increase access to fresh fruits and vegetables for school-aged children.
- Strategy 4: Increase the nutritional quality of Wisconsin school meal programs (school breakfast, lunch, summer feeding, and after school).
- Strategy 5: Decrease access to energy dense foods and beverages in schools.
- Strategy 6: Increase standards based teaching in Physical Education in grades K-12.

- Strategy 7: Provide opportunities for at least 60 minutes of physical activity per day for all school-age children.
- Strategy 8: Use an evidence-based fitness test to assess the endurance capacity of the student population in grades 4-12.

COMMUNITY PHYSICAL ACTIVITY ENVIRONMENT

- Strategy 1: Develop local community master plans that include incorporation of strategies that promote physical activity.
- Strategy 2: Develop and implement active transportation options such as safe routes to school plans and bike to work options in communities.
- Strategy 3: Increase access to public or community facilities for physical activity.

FOOD SYSTEM

- Strategy 1: Increase access to and affordability of fruits and vegetables.
- Strategy 2: Increase access to and promotion of healthy foods in restaurants, foods stores, and vending.
- Strategy 3: Promote access to and consumption of healthy beverages.
- Strategy 4: Increase access to education and programs that support breastfeeding initiation, exclusivity, and duration.

HEALTHCARE

- Strategy 1: Implement evidence-based guidelines for quality maternity care practices that are fully supporting of breastfeeding initiation, duration and exclusivity.
- Strategy 2: Routinely screen and counsel patients on BMI status following evidence-based practice guidelines.
- Strategy 3: Develop and implement a systems approach to identify and follow-up with at-risk, overweight and obese patients, including nutrition and physical activity counseling.
- Strategy 4: Participate in healthcare-community partnerships to facilitate the active referral of patients to community resources that increase access to opportunities for physical activity and high quality nutritious foods and beverages.

WORKSITES

- Strategy 1: Implement comprehensive worksite wellness programs using evidence-based strategies.
- Strategy 2: Promote, support and develop more worksite wellness efforts that are statewide, regional or city-wide initiatives such as Well City® Initiatives.
- Strategy 3: Establish a network that encourages professional development and sharing of ideas and information on worksite wellness (i.e. networking, learning circles, etc.).