

INFRASTRUCTURE



Strengthen, expand and sustain the existing statewide infrastructure for the prevention of obesity and related chronic diseases.



goal 1: infrastructure

vision 2020:

A coordinated statewide obesity prevention system with clearly identified priorities and high capacity among many stakeholders to take action toward increasing healthy eating and active living in all communities. This will create a sustainable, systems approach to obesity prevention throughout the state by fostering a culture that values physical activity, nutrition and health.

rationale:

Sustainability of a focused statewide effort to prevent obesity will require an established infrastructure at both a state and local level. Numerous stakeholders and groups have been working to address nutrition, physical activity and obesity prevention issues in multiple settings for several years. The release of the 2005 Wisconsin Nutrition, Physical Activity and Obesity State Plan marked the beginning of measured efforts to build infrastructure and statewide capacity for obesity prevention. The infrastructure-related strategies included in that plan focused on creation and growth of strategic partnerships, development of resources and tools and provision of technical assistance for community coalitions and state-level partners. Many of those strategies have been accomplished, and with a basic infrastructure in place, this section is intended as a set of next steps in “taking to scale” many of the partnerships, resources and interventions that have been developed.



INFRASTRUCTURE STRATEGIES

strategy I1: Increase the capacity for policy, systems and environmental change at all levels by providing leadership and building networks among obesity prevention stakeholders.

strategy I2: 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 I3: 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 I4: Increase communication among obesity prevention stakeholders, through the continued development and utilization of a statewide system for information sharing.

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strategy I1

Increase the capacity for policy, systems and environmental change at all levels by providing leadership and building networks among obesity prevention stakeholders.

Objective I1.1:

By 2018, the NPAO Program will facilitate or support a 50% increase in the number of evidence-based interventions implemented and evaluated by coalitions. (Baseline = 308)

Objective I1.2:

By 2014, the NPAO Program will develop and expand a formalized partnership with academic and research groups to support the planning, implementation, and evaluation of obesity prevention strategies at the local and state level. (Baseline = no MOU in place)

Objective I1.3:

By 2018, the NPAO Program will provide resources and technical assistance related to evidence-based obesity prevention strategies for all local health departments to utilize in the Community Health Improvement Planning Process (CHIPP).

Objective I1.4:

By 2018, a long-term funding plan for coordinated statewide obesity prevention efforts will be created and utilized. (Baseline = \$833,000)

suggested actions:

supportive policies

- Identify and utilize public and private funding sources to support state and local obesity prevention efforts
- Implement and support policy, systems and environmental changes that support breastfeeding, healthy eating and regular physical activity
- Early care and education providers adopt and implement “10 Steps to Breastfeeding Friendly Child Care Centers” resource kit
- Hospitals and birth centers adopt and implement “The 10 Steps to Successful Breastfeeding” from the Baby Friendly Hospital Initiative

infrastructure

- Seek and utilize technical assistance for statewide, regional and local initiatives and interventions that promote healthy eating, physical activity and healthy weight
- Seek and procure fiscal support for interventions
- Convene a community and academic consortium with the participation of state and local partners, academic researchers and students, with regular communication and a joint meeting at least once every two years
- Develop connections and working relationships between community coalitions and researchers
- Incorporate environmental, policy and systems-level assessments, such as Health Impact Assessment and policy analysis techniques, into interventions
- Collaborate on local, state and national funding opportunities
- Participate in existing partnerships (WI PAN, WiPOD)
- Sustain physical activity, nutrition, and school health programs at the Department of Public Instruction

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resources and training

- Utilize existing resources to incorporate evidence-based strategies for obesity prevention into intervention planning
- Incorporate theoretical frameworks and conceptual models, such as the Social Marketing Planning Process and the Social Ecological Model, as a basis for intervention design and determining target audiences
- In communities where a coalition does not exist, seek resources and technical assistance for coalition formation and planning from state organizations, including the NPAO Program and UW-Extension county offices
- Participate in training and technical assistance activities on current best practices and effective use of media tools and collaborative technologies

local implementation

- Position qualified and competent professionals in lead roles for state- and local-level interventions
- In communities where a coalition exists, engage the coalition in Community Health Improvement Planning Process (CHIPP) activities
- Utilize resources and technical assistance to ensure consistent processes for the Community Health Improvement Planning Process and inclusion of strategies related to nutrition, physical activity, breastfeeding and obesity prevention
- Utilize resources and technical assistance for inclusion of other evidence-based assessment tools, such as Health Impact Assessment, in the Community Health Improvement Planning Process
- Establish breastfeeding coalitions in areas of Wisconsin most at risk for disparities
- Develop a coordinated strategy for procurement of sustained state and local funding for evidence-based obesity prevention
- Procure national, state and/or local funding to implement strategies

strategy I2

Increase the capacity of community coalitions and local partnerships to strategically plan, implement, and evaluate policy, systems and environmental change strategies for obesity prevention.

Objective I2.1:

By 2013, the NPAO Program and the Coalition Support Workgroup will develop, implement and evaluate an annual statewide coalition training and technical assistance plan. (Baseline = short term training plan in place)

Objective I2.2:

By 2018, increase the number of local breastfeeding coalitions from 28 to 32.

Objective I2.3:

By 2018, 75% of nutrition and physical activity coalitions will have developed a mission, vision and strategic plan. (Baseline = 40%)

Objective I2.4:

By 2018, the number of environmental and policy changes implemented by coalitions addressing breastfeeding, nutrition, and physical activity will increase by 50%. (Baseline = 119, goal is 180)

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suggested actions:

supportive policies

- Identify, promote and utilize resources for use by coalitions to coordinate policy, systems and environmental change efforts

infrastructure

- Convene a coalition support workgroup with key professionals and community representatives
- Continue recruitment of key individuals and organizations to the workgroup
- Develop a structure for mentoring between coalitions
- Develop and disseminate communication and networking tools for use by coalitions
- Provide a venue for coalitions to share and update information related to successes, needs, challenges, overall capacity and to inform coalition support activities
- Establish and maintain a monitoring system to identify new coalitions, training and technical assistance needs and mentoring opportunities
- Establish links between maternity facilities, hospitals, local breastfeeding coalitions and community support networks

resources and training

- Develop a master training and technical assistance plan and accompanying work plan for development of resource materials
- Identify resources and tools to be used by coalitions for intervention planning, implementation and evaluation
- Provide technical assistance and examples to coalitions for strategic planning, asset mapping and other assessment techniques
- Provide technical assistance and examples to coalitions for evaluation of coalition capacity, activities and impacts

- Develop and disseminate a training calendar to state and local partners, including both funded and unfunded coalitions
- Encourage and promote asset mapping to support diverse and adequate representation in local coalitions
- Provide and promote trainings, conferences and workshops on coalition building, leadership and facilitation
- Provide and promote trainings, conferences and workshops on evidence-based interventions in key settings including worksites, schools, communities, healthcare and others as identified
- Provide and promote trainings, conferences and workshops on evidence-based interventions in key content areas including breastfeeding, fruit and vegetable access, physical activity, high energy dense food access, TV viewing/screen time and others as identified
- Provide trainings on policy change strategies
- Include newsletter articles regarding coalition implementation grants and coalition trainings in WIC/MCH Update and other communications

local implementation

- Increase representation and involvement of low-income, culturally diverse, and other populations which are underserved or affected by health disparities in coalitions
- Participate in available training events and utilize technical assistance resources to address coalition needs and gaps and improve coalition capacity and impact
- Implement leadership models to ensure shared responsibility and increased engagement in coalitions and other partnerships

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- Recruit “champions” or influential community leaders to promote consistent messages and practices within healthcare organizations, business and industry, schools, professional organizations and the community
- Based on identified needs, initiate and establish partnerships with business and industry, schools, healthcare, public health, city planners and transportation, community organizations and groups, service clubs, faith-based organizations, parks and recreation, law enforcement, media, residents and others as needed to implement strategies
- Identify and prepare local partners to share positive stories with the media about evidence-based strategies to prevent and manage obesity



suggested actions:

supportive policies

- Develop organizational policies to allow members or employees to participate in local coalitions or partnerships related to nutrition, physical activity, breastfeeding and obesity prevention

infrastructure

- Attend WI PAN/WiPOD joint meetings and share information on activities, successes and lessons learned via poster presentations, breakout sessions and panel discussions
- Provide ongoing support and technical assistance to both community and academic partners as partnerships develop
- Identify gaps in existing partnerships necessary to assure appropriate representation needed for effective strategy implementation
- Identify and address gaps in WI PAN membership to assure appropriate representation needed for effective strategy implementation
- Encourage participation in WI PAN among local coalitions and local health departments
- Establish or expand state level partnerships to advance implementation of the State Plan and/or interventions and policies to prevent obesity
- Conduct sustainability planning and evaluate options for the future structure and function of WI PAN

strategy I3

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

Objective I3.1:

By 2018, the NPAO Program and WI PAN will facilitate and participate in community-academic partnerships for implementation and evaluation of evidence-based strategies in at least 20 communities. (Baseline = 14)

Objective I3.2:

By 2018, active WI PAN membership and immediate partnerships from key stakeholder groups identified by the WI PAN Executive Committee for implementation of the Nutrition, Physical Activity and Obesity State Plan will increase by 25%. (Baseline will be established in 2013)

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resources and training

- Disseminate the results of community-academic partnerships statewide
- Promote and disseminate model interventions using evidence-based or promising strategies to communities and other stakeholders

local implementation

- Identify academic partners and develop working relationships for community-level projects

strategy I4

Increase communication among obesity prevention stakeholders through the continued development and utilization of a statewide system for information sharing.

Objective I4.1:

By 2018, a compilation of communication tools and practices to promote evidence-based obesity prevention strategies will be created, maintained and promoted to stakeholders. (Baseline = tools in multiple locations. Goal is to consolidate in one place)

Objective I4.2:

By 2013, a compilation of evidence-based obesity prevention messages will be created and shared with stakeholders. (Baseline = tools in multiple locations. Goal is to consolidate in one place)

suggested actions:

supportive policies

- Develop organizational policies to conduct regular communication and outreach activities to keep stakeholders abreast of priorities, key activities and best practices

infrastructure

- Utilize communication systems, including listservs, web-based tools, professional networks and new and emerging social media and technology resources, to access and share information and communicate with other stakeholders

resources and training

- Collect and share success stories from individuals, communities and other stakeholders
- Utilize social marketing principles to tailor effective messages.
- Develop, identify and disseminate issue papers, position statements, talking points and communication tools to support consistent messaging that promotes healthy behavior and emphasizes the importance of supportive environments and policies for healthy eating and physical activity

local implementation

- Utilize resources, including key messages and communication tools, to develop local stories, articles and social media communications related to nutrition, physical activity and obesity prevention efforts
- Engage media and other communication specialists in the development and dissemination of messages
- Monitor media coverage of obesity prevention issues

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KEY RESOURCES

NPAO Program website

resources, training and media materials
www.dhs.wisconsin.gov/physical-activity

Prevention Speaks

resources to empower professionals and communities to articulate the power of prevention and take action to win health improvements in their lives.
www.preventionspeaks.org

CDC Foundational Skills Resource Page

www.cdc.gov/CommunitiesPuttingPreventiontoWork/resources/foundational_skills.htm

Get Active – Cause.Community.Change

from the Communities Putting Prevention to Work Project in La Crosse County and Wood County
www.getactivewisconsin.org

CDC: Media Access Guide

A Resource for Community Health Promotion
www.cdc.gov/healthycommunitiesprogram/tools/pdf/mediaaccessguide.pdf

CDC: The Health Communicator's Social Media Toolkit. www.cdc.gov/healthcommunication/ToolsTemplates/SocialMediaToolkit_BM.pdf

APHA: Media Advocacy Manual

www.apha.org/about/news/mediaadvocacy.htm

Robert Wood Johnson Foundation

A New Way to Talk about the Social Determinants of Health. www.rwjf.org/vulnerablepopulations/product.jsp?id=66428

Community Commons

www.communitycommons.org

Marathon County Healthy Eating, Active Living (HEAL) Coalition

The HEAL Coalition strives to build on the work of existing community groups to create systems-level policy change. HEAL's sustained relationships with both traditional and non-traditional partners have led to such successes as an improved environment for pedestrians and cyclists and an expansion of EBT access at the farmers' market. HEAL attributes much of its success to the way it frames messages to connect with potential partners and the public. HEAL's accomplishments are the result of valuing how a community can work together for the good of all residents.

For more information, visit:

www.healthymarathoncounty.org/heal