



IMPLEMENTATION

implementation

using the State Plan: *a continued call to action*

The goals, objectives and overall approach of the second Wisconsin Nutrition, Physical Activity and Obesity State Plan reflect significant progress made in the statewide obesity prevention movement since the original State Plan was released in 2005. It also reflects marked advances in the evidence available regarding intervention strategies that have been shown to work in multiple settings and behavior areas. There are currently more resources and attention than ever before being devoted to the prevention and control of overweight and obesity; accordingly, as rates of obesity continue to increase across all populations, an even greater and more coordinated effort is required.

This is a plan for the entire State of Wisconsin, and is intended for use by all organizations, partnership groups and decision makers who are working to address obesity and chronic disease in Wisconsin. Within this State Plan, state and local agencies, coalitions, private, public and not-for-profit groups alike should be able to identify their roles in improving environments to make healthy nutrition and physical activity choices easier for all. Successful implementation of this State Plan will require:

- Individual residents of Wisconsin taking action to improve the environments in their own communities, schools, workplaces and homes to encourage healthy eating and active living.
- Existing partners working to implement the specific strategies included in this State Plan.

- Engagement of non-traditional partners to grow the statewide movement and increase public support for obesity prevention.
- Active involvement of all stakeholders in educating decision makers about the importance and potential impacts of obesity prevention policies.
- Statewide action among community coalitions and partnerships to effect policy changes at all levels that support initiatives developed in this State Plan.

How you choose to get involved is up to you. You may choose to start small and implement one strategy in one setting. If you have greater resources and partners, you may choose to implement multiple strategies in a setting or scale up your efforts to use multiple strategies in multiple settings as a community-wide initiative. With interventions of any size and scale, it is most important to develop strategies and partnerships that are based on current evidence and best practice and address the needs of the target population to the greatest extent possible.

When choosing strategies and activities for implementation of the State Plan, it may be helpful to integrate some or all of the following key points from the philosophy of the Centers for Disease Control and Prevention's Division of Nutrition, Physical Activity and Obesity, which provides funding and technical support for the Wisconsin NPAO Program:



implementation

- Commit to long-term accomplishments; address factors needed for social change
- Decrease health disparities
- Emphasize policy, environmental and system changes
- Use the Social Ecological Model
- Use a social marketing planning approach to design initiatives
- Develop an evidence-based portfolio of policies and intervention strategies
- Build and sustain partnerships and resources

The Wisconsin Nutrition, Physical Activity and Obesity (NPAO) Program will continue in its role of developing and supporting the statewide infrastructure for obesity prevention, which includes the following:

- Work with internal and external partners to promote the use of the State Plan.
- Expand and strengthen existing strategic partnerships and develop new partnerships as appropriate.
- Collaborate with other chronic disease and health promotion program efforts.
- Translate and promote existing and new evidence for use in interventions.
- Develop and disseminate messaging and communication strategies.
- Provide training and technical assistance to community coalitions and other partners.

addressing disparity and inequity

As indicated in the *Obesity, Nutrition, and Physical Activity in Wisconsin* report, rates of obesity and chronic disease are generally significantly higher among racial and ethnic minorities and low-income populations. In many cases, disparities are linked with wide-reaching factors such as access to resources including healthy foods, safe places for physical activity, healthcare, and equitable opportunities for education, housing, employment and transportation.

Health disparities and inequities are more effectively addressed through wide-reaching policy, system and environmental changes than at any other level in the Social Ecological Model. The health behaviors which are linked to obesity are likely also tied closely with factors such as social advantage and economic status. Thus, to effectively address disparities and inequity as they relate to obesity, we must identify ways to collaborate with and support entities working to create more equitable socioeconomic conditions.

When developing strategies for implementation of the State Plan in your community or organization, it is important to consider the populations most affected by the burden of obesity — making efforts to increase equitable access to healthy foods and opportunities for regular physical activity while avoiding unintended negative consequences. Of equal or greater importance is the issue of leadership and participation in prevention activities. Populations directly affected by health disparities or are otherwise underserved should be prominently represented in coalitions and partnership groups involved in planning, implementing and evaluating obesity prevention initiatives as well as in obesity research.

implementation

social marketing

Developing, implementing and evaluating interventions that support the state plan using a social marketing planning approach

The NPAO Program, along with the CDC's Division of Nutrition, Physical Activity and Obesity (DNPAO) utilizes and endorses a social marketing planning approach for the design, implementation and evaluation of interventions. One definition of Social Marketing is "the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence voluntary behavior of target audiences in order to improve their personal welfare and that of society" (Andreasen, Alan R.). A social marketing planning approach can be used to develop interventions at all levels and settings, and for a variety of audiences.

The approach includes the following steps (see Appendix for a more detailed description of the steps):

- 1) Problem description
- 2) Formative assessment
- 3) Determine strategies and objectives
- 4) Intervention design
- 5) Evaluation
- 6) Implementation

For more information on social marketing and intervention planning, visit:

- www.cdc.gov/nccdphp/dnpao/socialmarketing/index.html
- www.dhs.wisconsin.gov/physical-activity/Resources/Planning/Index.htm

implementation resources for coalitions and partnership groups

Healthy Wisconsin Leadership Institute

- Community Teams Program, regional workshops; leadership library
www.hwli.org

Wisconsin Clearinghouse for Prevention Resources

- Health in Practice: tools to improve health and inspire policy change
www.healthinpractice.org
- Prevention Speaks: resources for professionals and communities to articulate the power of prevention and motivate others to take action
www.preventionspeaks.org

Coalitions Work

www.coalitionswork.com

Community Toolbox

<http://ctb.ku.edu/en/default.aspx>

CDC: Recommended Community Strategies and Measurements to Prevent Obesity in the United States

www.cdc.gov/obesity/downloads/community_strategies_guide.pdf

CDC: The Community Guide:

Obesity Prevention and Control

www.thecommunityguide.org/obesity/index.html