

introduction

what is in the wisconsin nutrition, physical activity & obesity plan?

It has been over seven years since the initial Wisconsin Nutrition and Physical Activity State Plan was developed, and much progress has been made. However, there is still a great deal of work to be done to reverse the epidemic of obesity among our children, youth and adults. This first State Plan focused on building the state and local capacity to address overweight and obesity through evidence-based or practice-based strategies. It addressed building strong coalitions, developing resources and toolkits for coalitions and other partners to use, providing training and technical assistance, providing small amounts of funding for planning and implementation, monitoring the burden of obesity and shifting the focus from programming to policy, environmental, and systems changes.

This second edition of the Wisconsin Nutrition, Physical Activity and Obesity State Plan will build on this strong foundation with a comprehensive, statewide effort capable of impacting all residents through policy, environmental, and systems change. The State Plan was developed around two main concepts: 1) a systems perspective for preventing obesity, and 2) effective setting-specific strategies to address obesity. The State Plan outlines goals, strategies and objectives for strengthening and sustaining an infrastructure utilizing the following factors.

- **Partnerships:** Identify, engage, and sustain key partnerships that are critical to preventing and controlling obesity in Wisconsin.
- **Communication:** Communicate effectively with partners, key decision makers and other stakeholders as a means of coordinating efforts and sharing information relevant to obesity prevention.

- **Stable Funding:** Obtain and leverage funding and identify efficiencies to meet infrastructure needs and setting-specific work required to prevent obesity.
- **Public Health Impact:** Maintain, improve, and expand effective interventions and strategies to prevent obesity.
- **Organizational Support:** Facilitate coalitions, organizations and communities to support the emergence of norms related to preventing obesity and fostering good health. This includes the leadership role of the Nutrition, Physical Activity, and Obesity Program in supporting the implementation of the State Plan and furthering a systems approach to obesity prevention.
- **Surveillance and Evaluation:** Develop indicators and methods, and engage partners for collecting the surveillance and evaluation data to monitor and report progress in improving nutrition, increasing physical activity and stabilizing and reducing the prevalence of overweight and obesity.
- **Program Improvement:** Obtain and use new evidence to ensure that the most effective strategies and interventions are used in state and local obesity prevention efforts.
- **Strategic Planning:** Carry out regular strategic planning at the state, local, and organizational levels, informed by a systems approach to obesity prevention. Such an approach considers not only the best available information related to each of the above sustainability factors, but also the interrelationships between these factors. Considering these factors as a whole provides a more realistic assessment of state and local capacity to prevent obesity and improve population health and provides additional insight regarding the most effective ways to intervene.



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In addition to the infrastructure focus, the State Plan outlines goals, strategies, and objectives for setting-specific work (e.g., schools) through environmental, policy, and system change. For example, children who live in unsafe neighborhoods may be restricted to watching television instead of playing outside after school. Families living in neighborhoods with no sidewalks or busy highways must drive to work and school. Communities that lack full-service grocery stores and neighborhood food markets have less access to fresh fruits and vegetables. In other words:

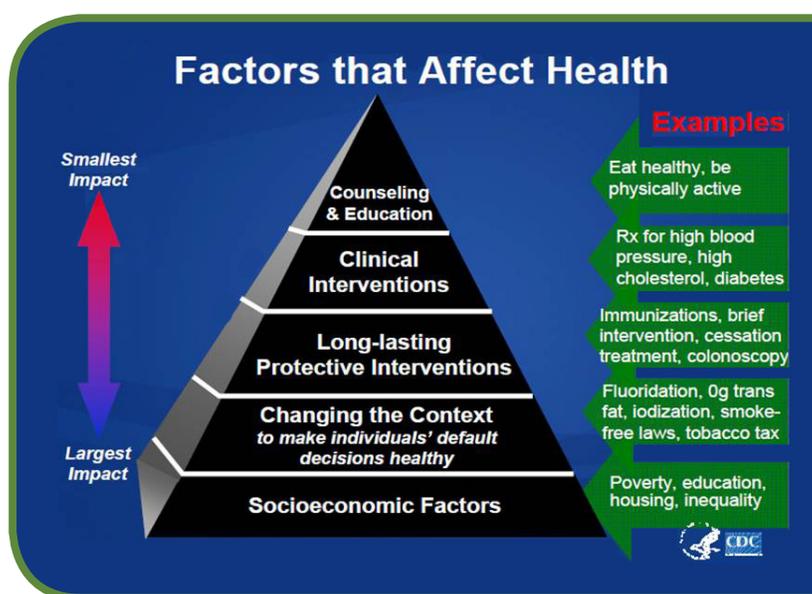
where people live, work, learn & play affects their health

Addressing health disparities and achieving health equity is an overarching theme of the State Plan. It is important to use both a disparity and a health equity lens when selecting evidence-based strategies for implementation. Most strategies can be adapted to reduce disparities among specific populations or geographic areas. Utilizing a health in all policies approach, including those not traditionally thought of as health policies (e.g., transportation, agriculture, land use, education and economics), will have a greater impact on health and obesity.

why is the wisconsin nutrition, physical activity & obesity plan important?

The Center for Disease Control and Prevention (CDC) has included nutrition, physical activity and obesity as one of six winnable battles. The winnable battles represent areas that are a leading cause of illness, injury, disability or death and/or represent enormous societal costs, and that have evidence-based, scalable interventions that can be broadly implemented. However, winning the obesity battle will not be easy. It will require that obesity is recognized as a vital issue at all levels, and that resources and partnerships are committed for a focused effort.

To accomplish this the CDC has created the health impact pyramid. This pyramid describes the impact of different types of public health interventions and provides a framework to improve health. Interventions focusing on the lower levels of the pyramid tend to be more effective because they reach broader segments of society and require less individual effort. Implementing interventions at each of the levels can achieve the maximum possible sustained health benefit.



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what is included in the state plan?

- The background of the State Plan and the progress made on the 2005 State Plan
- How this State Plan is connected to Healthiest Wisconsin 2020 and other plans
- Goals, strategies, objectives and actions for building a sustainable obesity prevention system to support setting-specific work
- Focus on policy, environmental and systems change
- Focus on reducing disparities and achieving health equity
- How to use the State Plan within your organization or community
- Resources, materials, training and technical assistance
- How the State Plan impact will be evaluated

who should use the wisconsin nutrition, physical activity and obesity state plan?

The State Plan is a resource and guide for those who are involved in planning, coordinating, implementing, and evaluating interventions or initiatives to address obesity in Wisconsin.

As we know, no one group or one strategy will halt the obesity epidemic. To have the broad reach and impact throughout Wisconsin, it is imperative that a variety of partners from all sectors work together for a comprehensive approach. Some partners are listed below:

- Chambers of Commerce
- Child care: Early Care and Education
- Coalitions / Communities
- Community Centers, Youth Programs and After-School Centers
- Consumers, General Public
- Elected Officials
- Farmers/Local Growers/Farmers Market Managers
- Fitness Experts/Exercise Physiologists
- Healthcare Systems and Providers
- Law Enforcement
- Local, State and Tribal Governments
- Media
- Parks and Recreation
- Professional Organizations, Non-Profits, Foundations, Service Groups
- Religious / Faith Based Organizations
- Restaurants and/or Grocers
- Schools
- Transportation/City/Urban Planners
- Universities and Researchers
- Worksites