



**WHAT CAN I DO?**

## what can I do?

The following listing of strategies that different organizations and groups can implement is not an inclusive list, but a starting point for exploration and discussion.

Letter and number in parentheses references State Plan strategy. Check in setting goal area for additional information.

EC = Early Childhood

H = Healthcare

I = Infrastructure

FS = Food System

CA = Community Physical Activity Environment

S = School

SE = Surveillance and Evaluation

W = Worksite

### chambers of commerce

- Encourage members to develop or enhance worksite wellness programs and utilize evidence-based strategies from the Wisconsin Worksite Wellness Resource (W 1)
- Organize or join a city-wide worksite wellness initiative (W 2)

### child care / early care and education

- Improve the nutritional quality of meals and snacks served in regulated care settings (EC 2)
- Increase physical activity levels of children in regulated care through 60 minutes of teacher-led activity and 60 minutes of unstructured physical activity (EC 3)

- Promote and sustain breastfeeding of infants in regulated care (EC 4)

### coalitions / communities

- Conduct a local assessment of obesity prevention resources to determine a program focus (I 1)
- Facilitate the implementation and evaluation of a community-wide evidence-based intervention (I 1)
- Participate in statewide strategic efforts (I 1)
- Participate in statewide coalition training or utilize coalition technical assistance resources (I 2)
- Expand coalition capacity and experience to educate the community on key health issues and engage the public in identifying and implementing sustainable solutions (I 2)
- Increase access to and affordability of fruits and vegetables (i.e., farmers' market, community gardens, farm-to-institution programs, etc.) (FS 1)
- Establish or enhance community gardens (FS 1)

### community centers, youth programs and after-school providers

- Conduct a local assessment of obesity prevention resources to determine a program focus (I 1)
- Increase access to education and programs that support breastfeeding initiation, exclusivity, and duration (FS 4)
- Provide opportunities to reach the goal of 60 minutes of physical activity per day (S 7)
- Provide nutritious snacks (EC 2)
- Implement gardening programs (S 3)



## what can I do?

### *elected officials*

*(city council, county board, school board, etc.)*

- Participate in community health improvement planning processes to identify and implement evidence-based environmental and systems changes to support healthful eating and physical activity in various settings (I 1)
- Sponsor or be a champion for a local community coalition or organizational wellness committees related to breastfeeding, nutrition, physical activity, obesity prevention or chronic disease prevention (I 2)
- Increase access to public or community facilities for physical activity through multi-use agreements (CA 3)

### *fitness experts/exercise physiologists*

- Increase access to public or community facilities for physical activity through multi-use agreements (CA 3)
- Utilize an evidence-based fitness test to measure the aerobic capacity of students in grades 4-12 (S 8)

### *farmers'/local growers/ farmers market managers*

- Meet with community groups to establish or enhance farmers' markets, farm stands, and community supported agriculture (CSA) farms (FS 1)
- Meet with community groups to establish or enhance farm to institution programs (FS 1)

### *health care systems and providers*

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

### *law enforcement organizations*

- Develop and implement active transportation options such as safe routes to school plans and bike to work options in communities (CA 2)

### *local, state and tribal governments*

- Convene partners to identify priorities, implementation strategies and to facilitate collaboration and coordination among traditional and non-traditional partners (I 1, I 2)
- Communicate to and educate the public and decision makers on the burden of poor nutrition, physical inactivity and obesity and evidence-based solutions (I 4, SE 2)
- Use data to identify populations at greatest risk and work with communities to implement evidence-based strategies that address highest priority needs (SE 1, SE 2)
- Conduct comprehensive community health needs assessments and develop and implement state and community health improvement plans (I1)

## what can I do?

- Create healthy environments that support people's ability to make healthy choices (CA 1, FS 1, FS 2)
- Review and update local community master plans that include incorporation of strategies that promote physical activity and support local food production and distribution (CA1)
- Increase purchasing of fresh fruits and vegetables through increased use of electronic benefit transfers (EBT) for SNAP and WIC participants in a variety of settings (e.g., farmers' markets, Community Supported Agriculture programs) (FS 1)
- Increase access to public or community facilities for physical activity through multi-use agreements (CA 3)

### media

- Help promote community campaigns and initiatives
- Educate the public on strategies to improve health through healthful eating, increased physical activity and achieving and maintaining a healthy weight (I 4)

### parks and recreation organizations

- Develop local community master plans that include incorporation of strategies that promote physical activity (CA 1)
- Increase access to public or community facilities for physical activity through multi-use agreements (CA 3)
- Coordinate programming to schedule a variety of physical activity programs for students and families that complement, rather than compete, with other programs (CA 3)

### professional organizations, non-profits, foundations, service groups

- Increase access to education and programs that support breastfeeding initiation, exclusivity, and duration (FS 4)
- Increase access to public or community facilities for physical activity through multi-use agreements (CA 3)
- Increase access to and affordability of fruits and vegetables (i.e. farmers' market, community gardens, farm-to-institution programs, etc.) (FS 1)
- Sponsor programs and events to improve nutrition, increase physical activity and reduce obesity and other chronic diseases (I 2)
- Provide information to patients, caregivers, volunteers, consumers, healthcare professionals and decision makers about the nutrition, physical activity and obesity state plan (I 4)
- Assist with the identification of priorities and coordinate efforts to educate the public and partners (I 1)

### religious or faith-based groups

- Establish community garden sites for fruit and vegetable access (FS 1)
- Join in multi-use agreements that allow expanded use of facilities (CA 3)
- Establish healthy food guidelines for potlucks and other functions (FS 1)

### restaurants and grocers

- Increase access to and promotion of healthy foods in restaurants, foods stores, and vending (FS 2)
- Promote access to and consumption of healthy beverages (FS 3)

## what can I do?

### **schools (K-12)**

#### General

- Designate an individual responsible for coordinating school health and wellness activities (S 1)
- Establish a school health advisory council (SHAC) (S 1)
- Develop policies and make environmental changes to support healthful eating and physical activity (S 1, 3, 4, 5, 7)

#### Physical Activity

- Utilize the Wisconsin Physical Education standards and the online Physical Education standards checklist to integrate DPI standards A-G (S 6)
- Adopt a policy of providing opportunities for 60 minutes of physical activity per day (S 7)
- Utilize an evidence-based fitness test to measure the aerobic capacity of students in grades 4-12 (S 8)
- Increase access to public or community facilities for physical activity through multi-use agreements (CA 3)
- Incorporate opportunities for physical activity before, during and after the school day (S 7)

#### Nutrition

- Provide a standards-based nutrition education utilizing Wisconsin's Model Academic Standard for Nutrition (S 2)
- Increase access to fresh fruits and vegetables (ex., Farm to School Program, school gardens, fruits and vegetables in vending and a la carte sales) (S 3)
- Increase the nutritional quality of Wisconsin school meal programs (school breakfast, lunch, summer feeding, and after school) (S 4)
- Decrease access to energy dense, low nutrient foods and beverages in schools (S 5)

### **transportation, city planning or municipal planning organizations**

- Develop local community master plans that include incorporation of strategies that promote physical activity (CA 1)
- Develop and implement active transportation options such as safe routes to school plans and bike to work options in communities (CA 2)

### **universities**

*(includes 4 year, 2 year, and technical colleges)*

- Develop and expand a formalized partnership with state partners and local coalitions to support implementation, evaluation and research of obesity prevention strategies (I 1)



### **worksites**

- Utilize evidence-based strategies from the Wisconsin Worksite Wellness Resource (W 1)
- Organize or join a city-wide worksite wellness initiative (W 2)
- Share resources to the worksite section of the Nutrition, Physical Activity and Obesity website (W 3)