overview

join the wisconsin obesity prevention movement

wiscosin can be healthier & save billions

www.dhs.wisconsin.gov/physical-activity

2013-2020
Imagine what the community would look like if everyone had access to healthy food and beverages and opportunities for physical activity throughout the day. Think about what changes are needed to achieve this vision. This new norm will require policy, environmental and system changes in multiple settings. This could be your community...

How will we know if we’re being successful?

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**SCHOOL**
Healthy school meals using local foods, Quality physical education, Active recess, Walk or bike to school

**ACTIVE COMMUNITIES**
Neighborhood parks, sidewalks, trails & paths, active commuting, Complete Streets, Joint use

**FOOD SYSTEM**
Healthy choices at grocery stores & restaurants, gardens, Farmers Markets, Healthy food procurement

**WORKSITE**
Healthy food options, Opportunities for physical activity, Breastfeeding friendly workplace

- **HOME**
  Healthy meals, Families active together, Limit screen time

- **HEALTHCARE**
  Obesity assessment & counseling, Supportive maternity care practices, Healthcare-Community partnerships

- **EARLY CARE & EDUCATION**
  AM & PM activity time, healthy foods & snacks, Limited screen time, Breastfeeding support
We can make an impact, but we need input and assistance from as diverse a group of partners as possible. YOU CAN HELP! Read on to see what you can do.

Why should I care about obesity in Wisconsin?

**Adult health reasons**
Obesity is linked to chronic diseases and 80% of chronic diseases are preventable.  

**Economic reasons**
The economic cost of obesity in Wisconsin is estimated to be $3.1 billion/year and going up!  

**Child health reasons**
If trends continue, this generation of children will have a lower life expectancy than their parents.  

1. Centers for Disease Control and Prevention, 2010 Behavior Risk Factor Surveillance System  
2. Trogdon et.al. State- and Payer-Specific Estimates of Annual Medical Expenditures Attributable to Obesity; Obesity (2011)  
3. Centers for Disease Control and Prevention, 2009 Youth Risk Behavior Surveillance System

What’s in the plan?

The plan contains strategies and activities to prevent obesity. Here’s an example:

**Early care and education**

1. Increase supportive nutrition and physical activity environments in regulated child care through state-level policy change.

2. Improve the nutritional quality of meals and snacks served in regulated care settings.

3. Increase physical activity levels of children in regulated care through structured, teacher-led and unstructured physical activity.

4. Promote and sustain breastfeeding of infants in regulated care.

What’s in it for me?

Getting involved with the plan gets you access to these benefits:

- Resource materials
- Technical assistance
- Networking opportunities
- Informational updates on the latest news
- Training opportunities
- Access to key strategies and how they can be implemented
How can I get involved?

1. Go to the full State Plan at —
   www.dhs.wisconsin.gov/physical-activity
   and see if there are strategies that you can help with. See the section titled
   What Can I Do? for general ideas of how you can help and then go to the
   corresponding plan section for a more detailed description and access to resources.

2. Watch the short webinar — to learn more about the state plan.

3. Join WI PAN — The Wisconsin Partnership for Activity and Nutrition. This group meets
   quarterly and has working committees for specific settings if you want to be more involved.

4. Join your local coalition — Many communities have coalitions that focus on nutrition and physical activity.
   Look at the list of coalitions for contact information to see what is occurring in your area.

5. Tell us what you’re doing — That can be shared with others working on similar projects. Complete the
   program information template to be listed among the partners focused on improving physical activity,
   nutrition and obesity prevention in Wisconsin.

6. Contact us directly to get more information:
   Mary Pesik, Program Coordinator, 608.267.3694, marypesik@wisconsin.gov.

To get involved go to: www.dhs.wisconsin.gov/physical-activity

We all play a role in improving health in our communities.
Join the movement for healthier, vital communities where we live, learn, work and play.