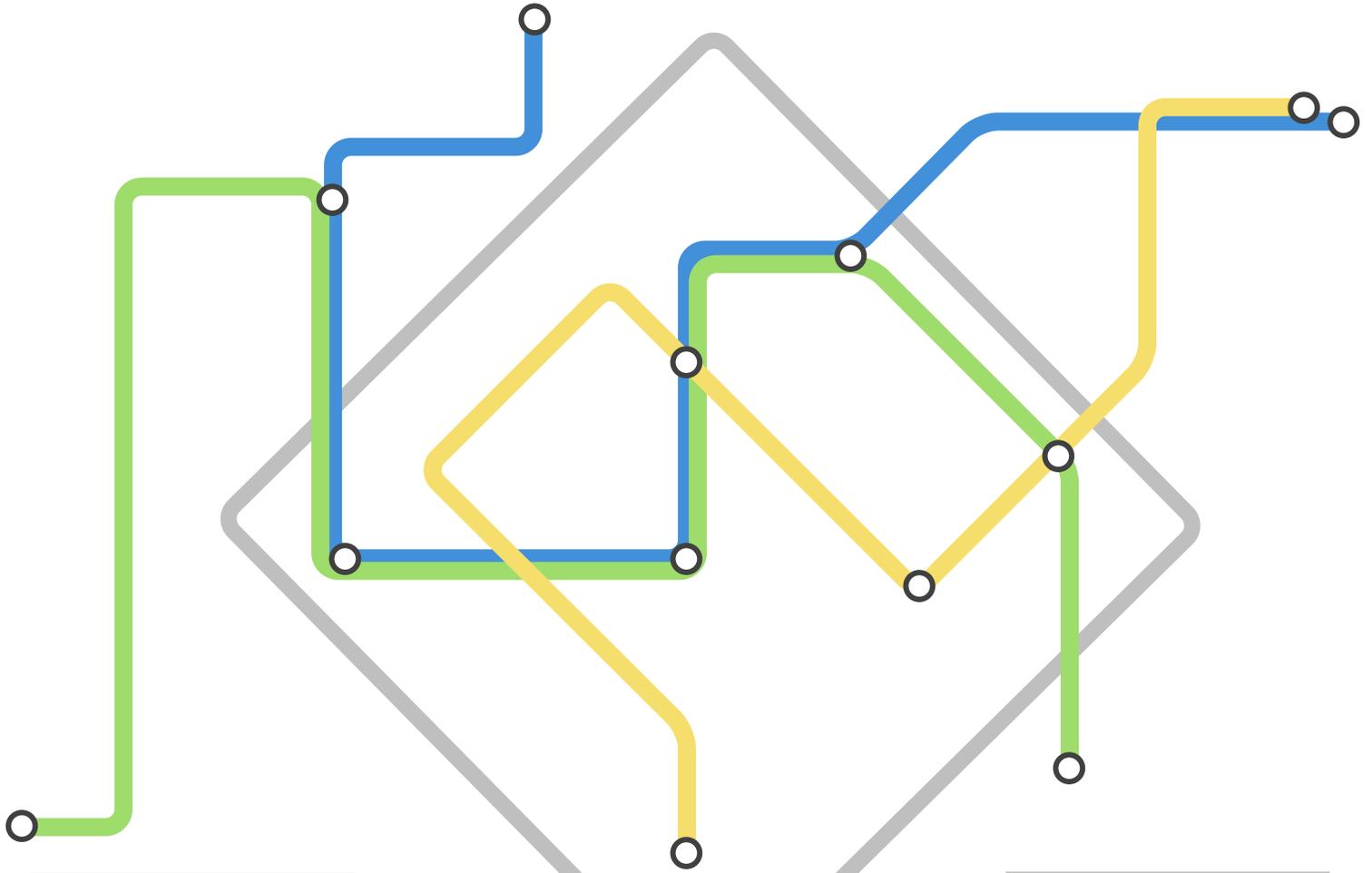


C

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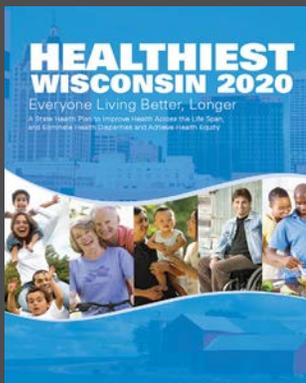


PURPOSE

THE PURPOSE of this guide is to create a unifying document or bridge between *Healthiest Wisconsin 2020* and the categorical state plans and other program areas related to chronic disease prevention and health promotion.

Broad and Overarching

Healthiest Wisconsin 2020 Wisconsin's State Health Plan



- Wisconsin's public health agenda
- 9 infrastructure & 12 health focus areas
- System-level view on Wisconsin public health
- Outlines goals and objectives that need coordination to ensure activities are effectively addressing the problems
- Development involved over 1,500 partners

Specific and Targeted

Chronic Disease Prevention and Health Promotion Categorical State Plans

- [Arthritis Action Plan](#)
- [Asthma Plan](#)
- [Comprehensive Cancer Control Plan](#)
- [Diabetes Prevention & Control Plan](#)
- [Heart Disease & Stroke Prevention Plan](#)
- [Nutrition, Physical Activity & Obesity Plan](#)
- [Oral Health Roadmap Plan](#)
- [Tobacco Prevention and Control Disparities Strategic Plan](#)

Additional Program Areas

- Children & Youth with Special Health Care Needs
- Environmental Health
- Injury Prevention
- Maternal and Child Health
- Minority Health
- Women, Infants and Children

Wisconsin has a long history of strong and respected program areas that have developed and implemented state plans or other strategic frameworks. Because of this, there is a great deal of momentum around these programs and topic-specific work. This document is designed to identify opportunities and actions to be undertaken using a coordinated and comprehensive approach for greatest impact and reach. The following **KEY THEMES AND PRINCIPLES** are cross-cutting areas where multiple programs focus their work and create opportunities for enhanced engagement and mobilization:

- Developing and Mobilizing Partners
- Actively Using Surveillance and Epidemiology Data for Informed Decision Making
- Communicating for Action
- Creating Environments that Promote Health
- Delivering Integrated Clinical Preventive Services
- Enhancing Clinic-Community Linkages and Self-Management Skills
- Addressing Health Disparities and Promoting Health Equity

CHRONIC DISEASE PREVENTION AND HEALTH PROMOTION RELATED OBJECTIVES FROM HEALTHIEST WISCONSIN 2020

The following HW2020 areas are directly relevant to achieve chronic disease prevention and health promotion goals. Each HW2020 focus area includes objectives, indicators and suggested action items.

Overarching Objectives

Eliminate Health Disparities

- Develop comprehensive data to track disparities
- Align resources to eliminate health disparities

Socioeconomic and Educational Determinants

- Develop and promote policies to reduce discrimination and increase social cohesion
- Support and develop policies to reduce poverty
- Support and develop policies to improve education

Health Focused Objectives

Chronic Disease Prevention and Management

- Promote sustainable chronic disease programs
- Improve equitable access to chronic disease management
- Reduce chronic disease health disparities

Environmental and Occupational Health

- Improve the quality and safety of the food supply and natural, built and work environments
- Promote safe and healthy homes in all communities

Healthy Growth and Development

- Assure children receive periodic developmental screening
- Improve women's health for healthy babies
- Reduce disparities in health outcomes

Injury and Violence Prevention

- Create safe environments and practices through policies and programs
- Improve systems to increase access to injury care and prevention services
- Reduce disparities in injury and violence

Mental Health

- Reduce smoking and obesity among people with mental disorders
- Reduce disparities in suicide and mental disorders
- Reduce depression, anxiety and emotional problems

Nutrition and Healthy Foods

- Increase access to healthy foods and support
- Breastfeeding
- Make healthy foods available for all
- Target obesity efforts to address health disparities

Oral Health

- Assure access for better oral health
- Assure access to services for all population groups

Physical Activity

- Design communities to encourage activity
- Provide opportunities to become physically active
- Provide opportunities in all neighborhoods to reduce health disparities

Tobacco Use and Exposure

- Reduce use and exposure among youth
- Reduce use and exposure among adults
- Decrease disparities among vulnerable groups

PARTNERS

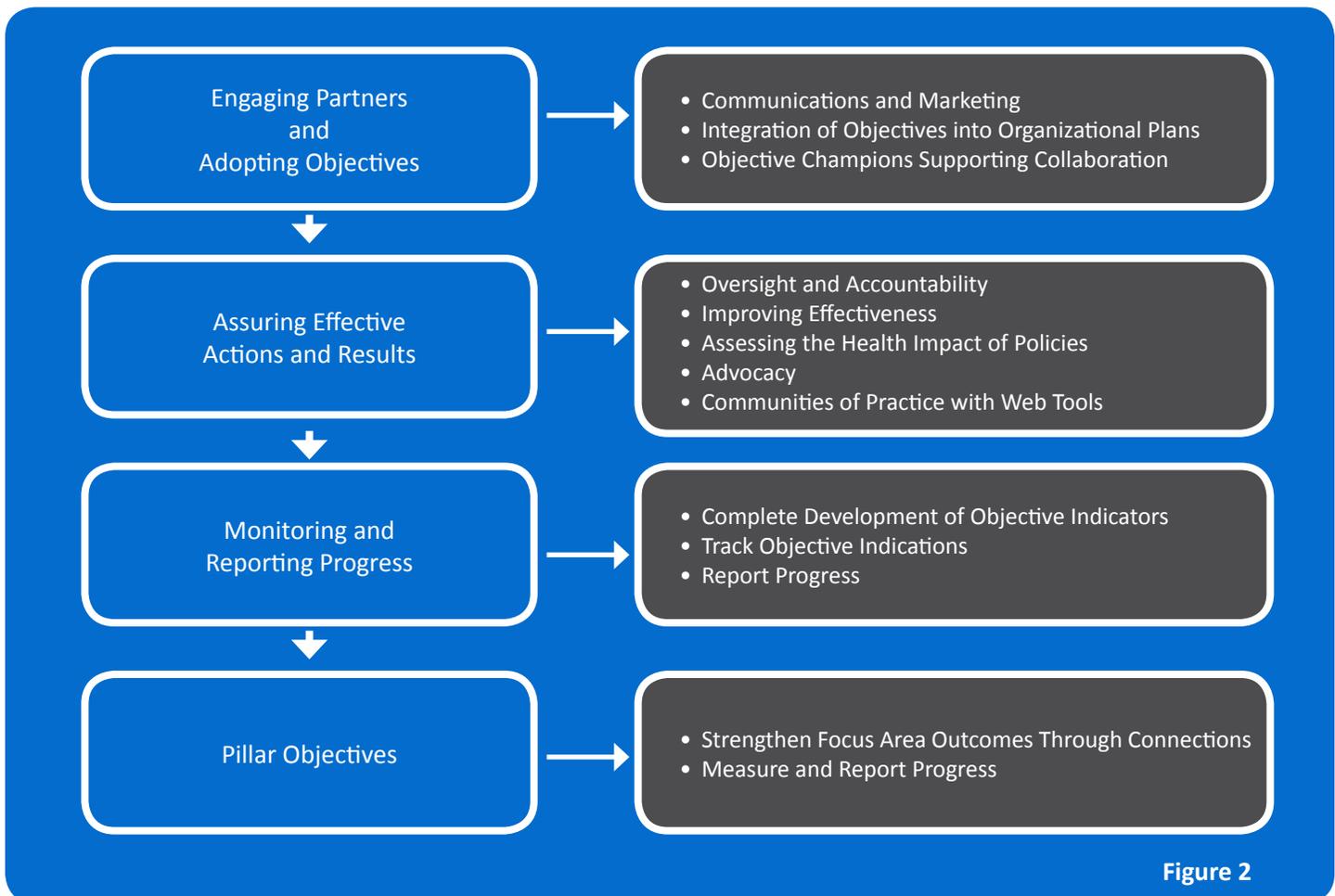
THE PARTNERS involved in chronic disease prevention and health promotion efforts are a broad and evolving network of people, agencies, organizations and communities that span government, public, private, nonprofit and voluntary sectors across Wisconsin. Each unique and important, the partners are part of a broad public health system that includes state and local governmental public health departments, other state and local governmental agencies, community-based organizations, health care systems, businesses, educational institutions, environmental agencies and organizations, community development agencies, faith communities and many others. The Healthiest Wisconsin 2020 Partnership Model provides the opportunity for all agencies and organizations to see themselves as part of Wisconsin's public health system. It also provides the opportunity to work together to strengthen our collective capacity to improve health across the lifespan and eliminate health disparities and achieve health equity.

Figure 1

HEALTHIEST WISCONSIN 2020 PARTNERSHIP MODEL



HEALTHIEST WISCONSIN 2020 IMPLEMENTATION MODEL



IMPLEMENTATION will occur in a variety of ways. Partners are key to successful coordinated initiatives and integral to implementing the efforts outlined by endorsing the goals and objectives, identifying the connections back to their organizations' mission and work, and continuing their efforts on specific chronic diseases or risk factors. [The Healthiest Wisconsin 2020 Implementation Plan](#) serves as a guiding framework and offers three key messages:

1. Health begins with our families, neighborhoods, schools and jobs. Every person and every organization plays a role in shaping, protecting and improving the health of people across the lifespan and the communities where we live, learn, grow, work and play.
2. Building and sustaining partnerships is a necessary ingredient to building healthy communities and successful economic development.
3. The journey to success begins with the first step: Act now.

EVALUATION

EVALUATING the implementation of the chronic disease prevention and health promotion efforts will utilize a mixed-methods approach to measure progress toward meeting goals and objectives. Wisconsin's surveillance systems and epidemiologists will continue to provide monitoring and health outcome data at the state level. The evaluation is designed to inform and provide evidence to partners, stakeholders and decision makers about progress being made in Wisconsin on chronic disease prevention and health promotion. As coordinated initiatives are selected and implemented, separate evaluation plans will be developed to evaluate the processes and outcomes of the collaborative work.

TAKE ACTION

BY WORKING TOGETHER, we can improve living with and prevention of chronic disease. Join the movement for healthier, vital communities where we live, learn, grow, work and play.

GET STARTED

Get to Know
Wisconsin's Chronic
Disease Prevention
and
Health Promotion
Goals

USE WHAT WORKS

Take Advantage of
Resources

Evaluate Results

Share Success Stories

COORDINATE FOR SUCCESS

Join a Group to
Find Other Partners
Around the State

Be a Leader and Work
with Efforts in your
Community



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Bureau of Community Health Promotion
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Visit our website at: <http://www.dhs.wisconsin.gov/health/Chronic-Disease/>

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