



## Wisconsin

### *State Nutrition, Physical Activity, and Obesity Profile*

Obesity has important consequences on our nation's health and economy. It is linked to a number of chronic diseases, including coronary heart disease, stroke, diabetes, and some cancers (NIH Clinical Guidelines, 1998). Among adults, the medical costs associated with obesity are estimated at 147 billion dollars (Finkelstein, 2009). Many American communities are characterized by unhealthy options when it comes to diet and physical activity. We need public health approaches that make healthy options available, accessible, and affordable for all Americans.

CDC's Division of Nutrition and Physical, and Obesity (DNPAO) supports the nation's capacity to address public health in all policies and establish successful and sustainable interventions to support healthy eating and active living. The Division provides support (i.e., implementation and evaluation guidance, technical assistance, training, surveillance and applied research, translation and dissemination, and partnership development) to states, communities and national partners to implement policy, system, and environmental strategies. The goal is to improve dietary quality, increase physical activity and reduce obesity across multiple settings—such as child care facilities, workplaces, hospitals and medical care facilities, schools, and communities.

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## State Population of Wisconsin

- Estimated Total Population 2010<sup>(1)</sup>  
= 5,686,986
- Adults age 18 and over<sup>(2)</sup>  
= 76.4% of the total population in 2010
- Youth under 18 years of age<sup>(1)</sup>  
= 23.6% of the total population in 2010

<sup>(1)</sup> U.S. Census Bureau. State and County QuickFacts. 2011. Available online at <http://quickfacts.census.gov/qfd/index.html>

<sup>(2)</sup> Calculated estimated = 100% minus percent of the total population under 18 years old, using State and County QuickFacts, 2010 data from the U.S. Census.

## Adult Overweight and Obesity

### Overweight and Obesity<sup>(3)</sup>

- 62.8% were overweight, with a Body Mass Index of 25 or greater.
- 26.3% were obese, with a Body Mass Index of 30 or greater.

### Dietary Behaviors<sup>(4)</sup>

- 34.9% of adults reported having consumed fruits at the recommended level of 2 or more times per day.
- 23.2% of adults reported having consumed vegetables at the recommended level of 3 or more times per day.

### Physical Activity<sup>(5)</sup>

- 46.6% of adults achieved at least 300 minutes a week of moderate-intensity aerobic physical activity or 150 minutes a week of vigorous-intensity aerobic activity (or an equivalent combination).
- 22.0% of Wisconsin's adults reported that during the past month, they had not participated in any physical activity.

#### Source of Adult Obesity Data:

<sup>(3)</sup> CDC. Behavioral Risk Factor Surveillance System: Prevalence and Trend Data—Overweight and Obesity, U.S. Obesity Trends, Trends by State 2010. Available online at [http://nccd.cdc.gov/NPAO\\_DTM/](http://nccd.cdc.gov/NPAO_DTM/)

#### Source of Adult Fruit and Vegetable Data:

<sup>(4)</sup> CDC. *MMWR* September 2010 State-Specific Trends in Fruit and Vegetable Consumption Among Adults United States, 2000–2009. Available online at <http://www.cdc.gov/mmwr/pdf/wk/mm5935.pdf>

#### Source of Adult Physical Activity Data:

<sup>(5)</sup> CDC. BRFSS Behavioral Risk Factor Surveillance System: Prevalence and Trend Data—Physical Activity, U.S. Physical Activity Trends by State 2009–2010. Available online at [http://nccd.cdc.gov/NPAO\\_DTM/](http://nccd.cdc.gov/NPAO_DTM/)

## Adolescent Overweight and Obesity

### Overweight and Obesity<sup>(6)</sup>

- 14.0% were overweight ( $\geq 85^{\text{th}}$  and  $< 95^{\text{th}}$  percentiles for BMI by age and sex, based on reference data)

- 9.3% were obese ( $\geq 95^{\text{th}}$  percentile BMI by age and sex, based on reference data)

### Unhealthy Dietary Behaviors<sup>(6)</sup>

- **Fruit consumption:** 68.2% ate fruits or drank 100% fruit juice less than 2 times per day during the 7 days before the survey (100% fruit juice or fruit).
- **Vegetable consumption:** 88.4% ate vegetables less than 3 times per day during the 7 days before the survey (green salad; potatoes, excluding French fries, fried potatoes, or potato chips; carrots; or other vegetables).
- **Sugar-sweetened beverage consumption:** 23.1% drank a can, bottle, or glass of soda or pop (not including diet soda or diet pop) at least one time per day during the 7 days before the survey.

### Physical Activity<sup>(6)</sup>

- **Achieved recommended level of activity:** Only 23.8% were physically active\* for a total of at least 60 minutes per day on each of the 7 days prior to the survey.
- **Participated in daily physical education:** 43.2% of adolescents attended daily physical education classes in an average week (when they were in school).

### Physical Inactivity<sup>(6)</sup>

- **No activity:** 12.9% did not participate in at least 60 minutes of physical activity on any day during the 7 days prior to the survey.
- **Television viewing time:** 23.1% watched television 3 or more hours per day on an average school day.

### The 2010 Wisconsin School Health Profiles assessed the school environment, indicating that among high schools<sup>(7)</sup>

- 33.5% did not sell less nutritious foods and beverages anywhere outside the school food service program
- 11.4% always offered fruits or non-fried vegetables in vending machines and school stores, canteens, or snack bars, and during celebrations whenever foods and beverages were offered
- 43.1% prohibited all forms of advertising and promotion of candy, fast food restaurants, or soft drinks in all locations. All school-related locations were defined as in school buildings; on school grounds, including on the outside of the school building, on playing fields, or other areas of the campus; on school buses or other vehicles used to transport students; and in school publications.

#### Sources of Adolescent Obesity, Fruit and Vegetable, Sugar-sweetened Beverages, and Physical Activity Data:

\* Physical activity defined as "any kind of physical activity that increases your heart rate and makes you breathe hard some of the time."

<sup>(6)</sup> CDC, Division of Adolescent and School Health. The 2009 Youth Risk Behavior Survey. Available online at <http://www.cdc.gov/HealthyYouth/yrbs/index.htm>

<sup>(7)</sup> CDC, Division of Adolescent and School Health. The 2010 School Health Profiles. Available online at <http://www.cdc.gov/healthyyouth/profiles/index.htm>

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## Child Overweight and Obesity

### ✦ **Breastfeeding<sup>(8)</sup>**

Increasing breastfeeding initiation, duration, and exclusivity is a priority strategy in CDC's efforts to decrease the rate of childhood obesity throughout the United States.

- 73.7% of infants were Ever Breastfed.
- 44.5% of infants were Breastfed for at least 6 months.

### ✦ **Body Mass Index<sup>(9)\*</sup>**

Among Wisconsin's children aged 2 years to less than 5 years\*

- 16.6% were overweight (85<sup>th</sup> to < 95<sup>th</sup> percentile BMI-for-Age).
- 14.1% were obese ( $\geq$  95<sup>th</sup> percentile BMI-for-Age).

#### **Sources of Breastfeeding Data:**

<sup>(8)</sup> CDC. Division of Nutrition, Physical Activity, and Obesity Breastfeeding Report Card 2011. Centers for Disease Control and Prevention National Immunization Survey, Provisional Data, 2008births. Available online at <http://www.cdc.gov/breastfeeding/data/reportcard2.htm>

#### **Sources of Child Obesity Data:**

<sup>(9)</sup> CDC. Division of Nutrition, Physical Activity, and Obesity. 2010 Pediatric Nutrition Surveillance System, Table 6 (PedNSS). [http://www.cdc.gov/pednss/pednss\\_tables/tables\\_health\\_indicators.htm](http://www.cdc.gov/pednss/pednss_tables/tables_health_indicators.htm)

\* BMI data only includes low-income children from the PedNSS sample and do not represent all children.

\* BMI data is based on 2000 CDC growth chart percentiles for BMI-for-age for children 2 years of age and older.

## Wisconsin's Response to Obesity

### ✦ **Program Integration Demonstration Project**

The Wisconsin Division of Public Health is one of four states to participate in a 4-year (2009-2012) CDC Program Integration Demonstration Project for the purpose of increasing synergy, reach, and desired health outcomes in currently funded programs. The states participating in the project (MA, NC, CO, WI) were eligible based upon their having current funding for BRFS, tobacco, diabetes, comprehensive cancer, heart disease and stroke, and nutrition, physical activity and obesity programs. The arthritis and asthma programs are an addition to the Integration Demonstration Project.

### ✦ **The Wisconsin Partnership for Activity and Nutrition (WI PAN)**

The Wisconsin Partnership consists of more than 160 individuals who represent more than 100 organizations and programs that actively participated in the strategic planning process. Their mission is to improve the health of Wisconsin residents by decreasing overweight and obesity, improving nutrition, and increasing physical activity. Some of their initiatives include:

- **Wisconsin Nutrition and Physical Activity State Plan:** The State Plan was developed by the WI PAN and the Wisconsin Nutrition and Physical Activity Program to provide consistent messages statewide and to share ideas and avoid duplication of efforts in promoting healthy food choices and regular physical activity.
- **Nutrition and Physical Activity Coalitions:** Wisconsin has over 50 local community coalitions working on initiatives to reduce overweight and obesity, improve nutrition and increase physical activity. These local coalitions are a critical piece in the infrastructure that is needed for this plan to have an impact.
- **Grants to Local Coalitions:** State program funded 24 coalitions for local implementation of the WI Nutrition and Physical Activity State Plan.
- **WIPAN Listserv to Foster Communication:** The Wisconsin Partnership for Activity and Nutrition (WI PAN) established an electronic listserv to facilitate communication throughout the state on obesity prevention efforts. The list, designed for public health and community professionals, unites about 337 subscribers.

### ✦ **Survey of the Health of Wisconsin (SHOW)**

The Survey of the Health of Wisconsin, or SHOW, is modeled after the National Health and Nutrition Examination Survey (NHANES). By conducting in-person interviews, paper questionnaires, computer-assisted surveys, physical measurements, and laboratory tests, SHOW ranks as the first of its kind state-wide research survey to measure the health of state residents in such detail. The SHOW project is funded by the Wisconsin Partnership Fund for a Healthy Future and is administered by the University of Wisconsin's School of Medicine and Public Health, Department of Population Health Sciences. Survey design allows researchers to document health characteristics that, to date, have been measured only by self-report. With the use of computer-assisted questionnaires, previously unavailable information will be available on topics such as nutrition and exercise habits, access to health care resources, and information about health behaviors.

### ✦ **10 Steps to Breastfeeding-Friendly Child Care Centers**

Developed by the WI PAN Breastfeeding Committee, the *10 Steps to Breastfeeding-Friendly Child Care* resource kit focuses on strategies to offset the breastfeeding challenges that families using child care typically encounter. A Center Self-Appraisal Questionnaire is designed to help child care staff review their existing practices and determine their compliance with the requirements for the Breastfeeding Friendly designation. Once completed, the Self-Appraisal can be used to guide the planning of improvements as needed.

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Continuing Education Units (CEUs) for Child Care staff serves as an incentive for the assessment and action planning process. Local health departments and breastfeeding coalitions may obtain a unique registered barcode that identifies them as training sponsors for improved program partnerships. The Wisconsin Nutrition, Physical Activity, and Obesity Program and the Wisconsin Partnership for Activity and Nutrition Breastfeeding Committee have made the materials available online by visiting <http://www.dhs.wisconsin.gov/health/physicalactivity/index.htm>.

## ✦ Breastfeeding-Friendly Health Departments

The 10 Steps to Breastfeeding-Friendly Health Departments is a process Wisconsin has developed to assist local health departments, agencies, and tribal clinics in their efforts to protect, promote, and support breastfeeding in communities. The resource provides information that sites need in preparation for the Breastfeeding-Friendly assessment and designation process. More details are available by visiting <http://dhs.wisconsin.gov/health/Nutrition/Breastfeeding/index.htm>.

## ✦ Farm to School

Farm to School is an innovative approach to address childhood obesity by increasing a school system's access to local foods while providing local farmers and other food businesses with marketing opportunities. The program is housed at the Wisconsin Department of Agriculture Trade and Consumer Protection and is administered by a partnership with the Wisconsin Department of Public Instruction, Wisconsin Department of Health Services (NPAO Program); the R.E.A.P. (Research, Education, Action and Policy on Food) Project and the University of Wisconsin Madison Center for Integrated Agricultural Systems. In 2010, Farm to School recruited two AmeriCorps members to the project to work with farmers and food businesses that want to sell products to school systems, and to provide information about nutrition and healthy eating through education and outreach. For more information on the Farm to School Program, visit <http://www.reapfoodgroup.org/farmtoschool>.

## ✦ Got Dirt? Garden Initiative

The health goal of the Got Dirt? Garden Initiative is to encourage consumption of fruits and vegetables by improving access to and consumption of fresh produce and by helping youth cultivate gardening skills as they tend to their own fruit and vegetable gardens. *Comprehensive Got Dirt? Instruction Guide* provides complete start-to-finish instructions on helping youth have a successful gardening experience. *Got Veggies? A Garden-Based Nutrition Education Curriculum* contains lesson plans and related activities for use in school or organizational settings. These resources can be accessed and downloaded by visiting <http://www.gotdirtwisconsin.org>.

## ✦ Safe Routes to School Initiative

Safe Routes to School (SRTS) is a nation-wide program that enables community leaders, schools, and parents to create safe environments that encourage children to enjoy walking or bicycling to school every day. By making a physically active transportation option convenient, safe, and fun, SRTS integrates health, fitness, traffic relief, environmental awareness, and safety into an overarching community-based program.

The Wisconsin Department of Health Services is working with colleagues in the state's Departments of Transportation and Public Instruction to promote Safe Routes to School initiatives throughout the state.

## ✦ School Fitness Surveillance System

The Department of Health and the University of Wisconsin are partners in developing a Childhood Fitness Initiative to track student fitness levels over time. Twenty-one schools have agreed to submit fitness and BMI data on their student populations.

## ✦ Healthier Wisconsin Worksite Initiative

Wisconsin's Worksite Wellness Kit provides how-to information on a number of strategies capable of impacting the health of employees, regardless of the size of the worksite or the abundance of their resources. To promote use of the Toolkit, state staff are conducting train-the-trainer sessions for partners who interact with local worksites. Successful implementation of the program positions businesses for possible state recognition in the Governor's Healthy Worksite Award Program. For more details about the Worksite Wellness Kit, visit <http://www.dhs.wisconsin.gov/health/physicalactivity/sites/worksitekit.htm>.

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## References

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