

Wisconsin Obesity Prevention Efforts (2008-2013)

Background

The Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity provided support (training, technical assistance, data, funds) to the Wisconsin Department of Health Services to prevent and control obesity and other chronic diseases through healthful eating and physical activity. Wisconsin successfully implemented initiatives and activities in multiple settings (community, schools, healthcare, childcare, and worksites) to address all six target areas delineated in cooperative agreement 805:



1. Increase physical activity.
2. Increase the consumption of fruits and vegetables.
3. Decrease the consumption of sugar sweetened beverages.
4. Increase breastfeeding initiation, duration and exclusivity.
5. Reduce the consumptions of high energy dense foods.
6. Decrease television viewing.

Leveraged Funds

During cooperative agreement 805, the Wisconsin Department of Health Services generated over \$18M in leveraged funds to support obesity prevention work.

Activities and Partnerships

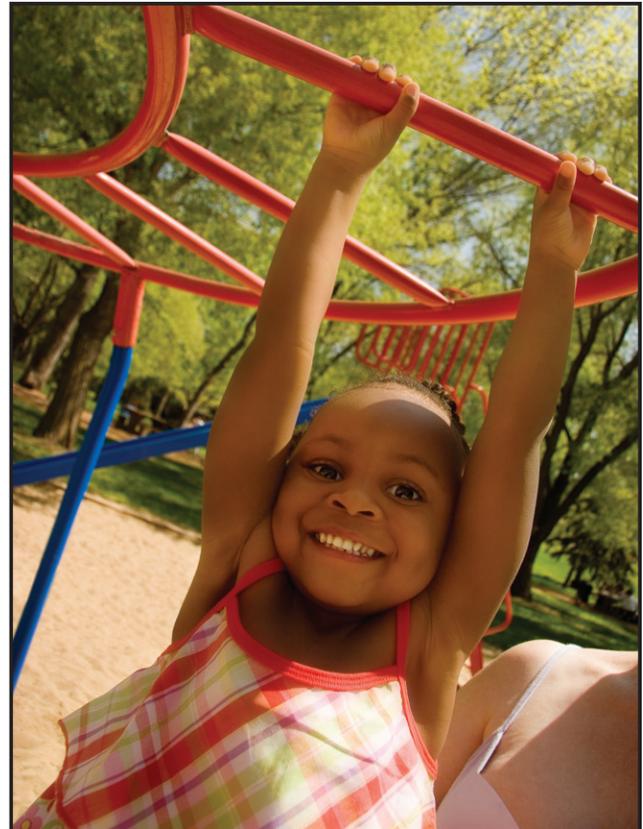
- Wood County worked with two healthcare systems to improve nutrition environments that included community supported agriculture drop off sites, more offerings of healthy foods in cafeterias, and procurement of local foods.
- More than 20 Wisconsin childcare centers adopted wellness guidelines that include guidance for teacher-led physical activity and free play.
- The Active Schools Initiative developed resources and implemented trainings on key daily physical activity strategies in schools reaching 26 schools and 12,429 students.
- The Wisconsin Nutrition, Physical Activity and Obesity Program developed several toolkits that provide strategies for healthful eating and physical activity:
 - » The *Worksite Wellness Resource Kit* provides worksites with strategies that promote healthful eating and physical activity to employees. Approximately 2,000 hard copies and 30,000 website downloads of the resource kit have been disseminated. Through an annual survey of users of the resource kit, 1,264 worksites and 204,813 employees have been reached.
 - » *Got Access?* provides strategies to improve fruit and vegetable access in Wisconsin communities.

* State grantees leveraged funds from multiple stakeholders and sectors to support obesity prevention work. Funds leveraged include sources of funding outside DNPAO cooperative agreement 805, such as federal organizations, state programs, foundations, private businesses, and other sources. States were not required, but encouraged to leverage funds.

- » *Order Up Healthy* and *Check Out Healthy* provide strategies for healthier foods and beverages in restaurants and food stores.
- » The *Active Community Environments Resource Kit* provides strategies to improve built environments and increase physical activity.
- The Wisconsin Nutrition, Physical Activity and Obesity Program partnered with the Wisconsin Early Childhood Obesity Prevention Initiative (WECOPI) to conduct formative assessments of the early childhood care and education setting. The formative assessments informed WECOPI of future intervention strategies.

Lessons Learned

- Invest in formative assessments (e.g., focus groups, key informant interviews) to clearly understand the target audience.
 - » Waupaca Eating Smart, a collaborative effort with community restaurants which aimed to increase healthy food offerings to Waupaca residents, conducted patron surveys to understand the target audience's eating habits.
- Collaborate with partners who want to address and sustain support for obesity prevention.
 - » Co-chairs of WECOPI represent the Wisconsin Department of Public Instruction and the University of Wisconsin-Madison School of Medicine and Public Health. This core leadership team assumed the responsibility of facilitating WECOPI, which includes long-range strategic planning, resource development, and communication with the early childhood education system.



“We realized that most obesity prevention initiatives in Wisconsin intervened after eating and activity habits are developed and that we were missing our first opportunity--early childhood. This moved us to start Wisconsin Early Childhood Obesity Prevention Initiative and invest in the health of Wisconsin’s youngest residents.”

Molle Polzin, WECOPI co-Chair,
Wisconsin Department of Public Instruction.