

PRIORITY AREA: Obesity/Overweight

GOAL: Decrease the percentage of the population that's overweight or obese in Pierce and St. Croix counties

STRATEGY #1: Increase physical activity through changes to policy, systems, environment and community support

STRATEGY #2: Reduce food insecurity and improve nutrition through changes to policy, systems, environment and community support

OBJECTIVE 1: By 12/31/19, develop and implement an infrastructure to (1) increase SNAP enrollment and (2) improve access to healthy foods through food pantries and other hunger prevention partners.

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Develop a user-guide for the Healthier Together food insecurity video.	Ann Searles, Sarah Johnson	By 1/26/17	Staff time Design and printing of user-guide	User guide ready for distribution and use with food insecurity video
2. Convene food shelf representatives and other hunger prevention partners to review the current state, premier the video and consider new models for working together.	Ann Searles	1/26/17 kick-off; Jan- June 2017	Location, equipment, video and refreshments for kick-off event	Engagement of 100% of food shelves and many other hunger prevention partners
3. Use food insecurity video, social media and other public relations strategies to increase awareness of food insecurity throughout the two-county region	Ann Searles, Sarah Johnson	Jan – Dec 2017	Access to civic groups, church groups, school groups, etc.	Increased awareness of the “face” and extent of food insecurity in our region
4. Develop shared measures for work to improve access to healthy foods.	Ann Searles	Jan – June 2017		Evaluation plan in place
5. Provide individualized training and support for food shelves interested in adopting one or more of the “Safe and Healthy Food Pantry” and/or “Better Shelf for Better Health” policies, systems or environmental changes.	Michelle Alters, Katie Feuerhelm & Sarah Johnson	Jan 2017- Dec-19 (At least 2 food shelves will be trained every 6 months throughout the action plan cycle)	Curricula/guides for Better Shelf and Safe and Healthy Pantries Staff and volunteer time to conduct and participate in trainings	100% of food shelves will have implemented at least one policy, system, or environmental change from the guidelines
6. Assess current SNAP utilization, including (1) outreach and enrollment processes, (2) demographics of participants and (3) enrollment “gaps”	Ann Searles, Sarah Johnson, Katie Burggraaf	June- Sept 2017	Outreach and enrollment process information from economic support and other community partners who assist with enrollment	Clear understanding of SNAP enrollment and opportunities in our two-county region

			SNAP participation data (from local counties and/or state of WI) Feeding America data	
7. Develop and implement a plan to increase SNAP enrollment, including additional outreach and enrollment assistance, including a potential partnership with the United Way Student Leadership Group to assist food pantry participants with Food Share Applications	Ann Searles & Sarah Johnson	Sept - Dec 2017	Volunteers and/or funding source for increased outreach and enrollment assistance	Increased SNAP enrollment
8. Assess existing food distributions in Pierce and St. Croix County; Develop and implement plan to make existing distributions healthier and/or bring new distributions to the regio	Ann Searles, The Food Group, & Second Harvest	Jan - Dec 2018	Funding source for healthier and/or new distribution events	Healthier and/or more food distributions in the two-county region
9. Identify potential sources of funding for sustained collaboration.		Jan - Dec 2019		Potential funding sources identified

OBJECTIVE 2: By 12/31/19, increase the number of Active School Core 4+ strategies being implemented in elementary schools.

[Active Schools Core 4+: 1. Active PE Minutes, 2. Active Classroom Minutes, 3. Active Recess Minutes, 4. Before and After School, + Home and Community](#)

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
1. Seek funding to support continued coordination of Active Schools Core 4+ in two counties.	Taren Weyer, Marian Webber, Kelly Monson	ongoing	Staff/volunteer time	Secured funds for FTE to support program.
2. Pedometer evaluation of Community Opportunity Grant	Christina Monsour	Jan-17	Pedometers; school participation; staff/volunteer time	Completion of Community Opportunity grant evaluation
3. Download pedometer data and submit to UW Madison for analysis.	Christina Monsour	Jan-17		Completion of Community Opportunity grant evaluation
4. Distribute Active Schools Core 4+ survey to participating elementary schools.	Christina Monsour	Jan-17	Current baseline survey and input of action team members; evidence based resources to determine appropriate survey questions/methods.	Completion of Community Opportunity grant evaluation
5. Distribute evaluation results to participating elementary schools and to group members	Christina Monsour	Feb-17	Meeting space; staff/volunteer time	Completion of Community Opportunity grant
6. Review results as a team and develop strategy to engage existing and new elementary schools	Christina Monsour, Teresa Kvam, Taren Weyer	Feb – Apr 2017	Community Opportunity grant results/successes; staff/volunteer time	Guidance from schools' needs moving forward; commitment from school for sustaining participation
7. Organize Active Schools Core 4+ resources (detail in addendum)	Christina Monsour, Teresa Kvam, Taren Weyer	Jan – Aug 2017	Existing resources, staff/volunteer time	Guide/online list of resources for all Active Schools Core 4+ strategies
8. Promote Active Schools Core 4+ strategies in all elementary school across two counties	Christina Monsour, Teresa Kvam, Taren Weyer	Jan 2017- Dec 2019	Staff/volunteer time	Strategies implemented at elementary schools
9. Distribute Active Schools Core 4+ survey to all elementary schools	Christina Monsour, Teresa Kvam, Taren Weyer	Apr-18	Survey; staff/volunteer time	School participation in the survey; map of what schools are implementing around physical activity

<p>10. Engage school districts to update their wellness policies to include Active Schools Core 4+ language</p> <ul style="list-style-type: none"> • Review current Wellness Policies on file • Determine improvements needed in policy • Present to Superintendent/School Board with suggested updates • Obtain signed updated wellness policies 	<p>Christina Monsour, Teresa Kvam, Taren Weyer</p>	<p>Apr-19 Dec-17 May-18 Sep-18</p>	<p>Wellness policies, staff/volunteer time</p>	<p>1-2 updated wellness policies</p>
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OBJECTIVE 3: By 12/31/19, increase communication about overweight/obesity resources in Pierce and St. Croix Counties

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Planned Activities	Lead Person/Organization	Timeline	Resources Required	Result/Impact/Evaluation
<p>1. Reach out to other communities to learn how they go about compiling and disseminating information about physical activity and nutrition resources</p>	<p>Polk Co – Susan Heuiser Other – TBD</p>	<p>Jan. – June 2017</p>	<p>List of communities and contact information</p>	<p>Summary of learnings from other communities Inventory of existing directories and their location (URL), distribution and primary contacts</p>
<p>2. Inventory existing resource directories</p>	<p>TBD</p>	<p>Jan. – June 2017</p>	<p>- Existing directories and their</p>	<p>- Plan developed and implemented</p>
<p>3. Develop and implement a plan to ensure that existing directories are accurate, updated regularly and widely distributed</p>	<p>TBD</p>	<p>July – Dec. 2017</p>		<p>- Increased awareness of available programs, services and resources</p>
<p>4. Develop and implement criteria and guidelines for posts to the Healthier Together Facebook page; add co-administrators</p>	<p>Brittany Mora</p>	<p>July – Dec. 2017</p>	<p>Commitment from participating organizations to</p>	<p>- Criteria and guidelines developed and distributed</p>
<p>5. Explore options for a new online resource directory that would include a “plug in” that would allow registered users to enter and update their own activities</p>	<p>TBD</p>	<p>Jan. – June 2018</p>	<p>Staff or volunteer time to research options</p>	<p>- Co-administrators added</p>
<p>6. Develop a recommendation for a new resource directory for Pierce and St. Croix Counties, including a format and guidelines for programs/activities/events to include</p>	<p>TBD</p>	<p>July – Sept. 2018</p>		<p>- Increased and more diverse content on Healthier Together Facebook page</p>
<p>7. Convene all three Healthier Together action teams for an update on the planned directory, a conversation about whether or not this directory should be broadened to include resources beyond physical activity and nutrition, and a determination re: next steps</p>	<p>Natasha Ward</p>	<p>Oct. – Dec. 2018</p>		<p>- # followers, shares, likes</p>
<p>8. If the determination is made to move ahead with a new resource directory, engage community partners in the development, implementation, funding and staffing of this initiative</p>	<p>TBD</p>	<p>Jan. – Dec. 2019</p>	<p>List of likely partners, including contact information</p>	<p>Written report of options and related costs</p>