



Community Strategic Plan for Obesity Prevention

September, 2012

Table of Contents

Introduction	Pages 4-7
Mission, Vision and Richland Fit Partners	Page 5
Wisconsin Partnership Program	Page 6
Social Ecological Model of Behavior Change	Page 7
Assets and Challenges Contributing to Overweight in Richland County	Page 8-9
Creation of the Community Strategic Plan to Reduce Overweight	Page 10
Progress Made to Date	Page 11
Richland FIT Community Strategic Plan: Goals, Strategies & Objectives	Pages 12-21
Goal 1: Improve the eating habits of all residents in Richland County	Pages 13-15
Goal 2: Increase physical activity among all residents in Richland County	Pages 16-17
Goal 3: Promote a holistic concept of Fitness in Total	Pages 18-19
Goal 4: Enhance the strength of the Richland FIT coalition	Pages 20-21
References	Page 22-24

Introduction

As the obesity epidemic continues to sweep the nation the percentage of adult Wisconsinites that are overweight or obese has risen to 61%¹. Richland County suffers from some of the worst rates of overweight in Wisconsin, including the highest rate among adults (75%) in the state (Figure 1) and the seventh highest rate of overweight in WIC children (38%) in 2004-2006² (Figure 2).

The Richland FIT coalition grew out of the community's realization of the county's high rates of overweight and obesity, the chronic diseases associated with excess weight and a strong desire to address the issue. Community partners identified the need to better understand assets and barriers that contribute to overweight and obesity. As a first step to addressing this complex issue the community needed time to develop partnerships, gathering information from community members and then create a plan supported by the community to address overweight and obesity in Richland County. Public health leaders, physicians and community organizations agreed upon the development of a multi-sector community coalition as the ideal solution. The intent of the Richland FIT strategic plan for addressing overweight and obesity is to create community support and partnerships to promote healthy lifestyles where community members live, work and play. This document is a frame work for changing the way the community thinks about health from treating sickness to promoting health.



Vision
Fitness in Total for all Richland County Residents!

Mission

The mission of Richland FIT is to create a healthier Richland County for all residents. We will accomplish this by offering healthy choices, revising environments and sustaining fitness through policy change.

Current Richland FIT partners include:

Richland County Health and Human Services	Pine Rive Food Co-op
Richland Medical Center	Richland School District
UW-Extension	Scott Consulting Partners, LLC
Symons Recreation Center	Richland Center Parks and Recreation
Neighborhood Housing Service	The Richland Hospital
WRCO Radio	Richland County 4-H
UW-Richland	



Wisconsin Partnership Program

In a collaborative effort Richland County submitted an application to the University of Wisconsin Partnership Program. The proposal reflected the community need for funding to collect information on components related to the high rates of overweight and obesity in Richland County and the time to develop a community supported strategic plan for obesity prevention. In April of 2011 Richland County received a one year development grant to achieve the following goal:

Richland County will have an active, well-informed community/academic partnership representing a wide variety of community sectors, which will be ready to implement a community-centered action plan using evidence-based interventions to reduce overweight in our community.

Outcomes include:

- Develop a strong obesity prevention partnership drawing on community assets.
- Complete and disseminate a community needs assessment showing socio-ecological factors leading to high obesity rates along with assets and challenges for addressing them.
- Create a written strategic plan grounded in local realities and strengths, using evidence based strategies to take action for a healthier weight

The Richland "Fitness in Total Strategic Plan" is the outcome of this one year planning process and reflects needs identified by community members. The plan includes evidence based strategies that are proven effective for achieving environmental and behavior change to promote healthy lifestyles.

The Social Ecological Model

Richland FIT's community assessment and strategic plan are structured around the approach known as the *Social Ecological Model*. According to this model obesity is caused by five interacting levels of influence; individual, interpersonal, organizational, community and public policy. According to this approach, changes that occur 'up-stream' of individual behaviors are most likely to have the broadest and most lasting impact on obesity.³ The bases of this approach is to make behavior change more attainable by creating changes in the environment where individuals learn, work, play and live. Interventions that are implemented on the organizational, community and public policy levels reach the greatest number of individuals in our communities and thus have the greatest opportunity for influencing health.

Individual: To influence every day behaviors, individuals' knowledge, attitudes and beliefs must be addressed to help facilitate more healthful choices.

Interpersonal: An individuals' relationship to one or more groups, including friends, family or social groups can influence health related behaviors.

Organizational: This includes schools, workplace, and organizations that an individual belongs to. Organizations can influence individuals by changing environments and policies to support healthy behaviors.

Community: At the community level, local ordinances, social norms and community organizing can be powerful means to change environments and policies to promote health. Organizations and community members working together can make healthy choices the easy choice throughout a community.

Public Policy: Societal changes include factors such as state and federal legislation, media campaigns and putting local policies 'on the books'. These changes help to sustain healthy environments for future generations.



Assets and Challenges Contributing to Overweight in Richland County

Community Health Assessment Process

“Richland FIT is the infrastructure needed for our community to sustain efforts addressing overweight and obesity in our county” Neil Bard, Physician and Academic Partner for Richland FIT. Previously in our community there have been individual organizations and groups that have come into existence because they too see the importance of addressing the increasing numbers of overweight and obese individuals. However, without a network to support these efforts many enthusiastic groups and programs have gone underutilized or not been able to sustain their work. The Richland FIT coalition’s purpose will be to partner with those members in the community already committed to promoting health to create a joint effort. Obesity is a multi-component issue which means it is going to take everyone in our community working together to improve health in Richland County.

To gain a better understanding of the high rates of overweight and obesity in Richland County our coalition completed a community health assessment process in the first 6 months of funding. The result is a report of the complex community and lifestyle factors that contribute to unhealthy weight. The focus of this process was to determine barriers to physical activity and healthy nutrition and what assets exist that promote those behaviors. The assessment plan consisted of multiple participatory research activities in an attempt to gain an in-depth picture of what promotes and hinders healthy lifestyle behaviors in Richland County.

Using the social ecological model as our guide we developed a plan that focused on the environments that individuals spent the majority of their time in; home, worksite/school, and the community. To get an accurate representation of our rural county Richland FIT designed our assessment to include individuals living in rural townships who have different barriers than those living within the city of Richland Center. With assistance from the State Department of Health our coalition organized the results from our community assessment in regards to the six big health behaviors in the 2012 State Plan.

Activities included are as follows:

Policy and Environment Assessments: The assessment team developed survey’s for employers to rank their efforts on specific worksite policies and environments regarding physical activity and nutrition. The surveys are modeled after the CHANGE and EN-ACT policy and environmental audits used by other counties in Wisconsin but edited for time reasons. Surveys were sent electronically and followed up with interviews to discuss answers and gauge interest in worksite wellness programs.

Photo Voice Project: Photo Voice projects allow individuals to capture aspects of their environment and experiences in pictures and share them with others using captions. This is a unique project that allows members of the community to gain a deeper understanding of an issue and to use their voice to be part of solutions. Our assessment team recruited 8 youth and 3 adults in the community to take part in our project focused on physical activity and nutritional environments they live in. Group discussion helped us determine actions for the coalition to take to promote health throughout the community.

Focus Groups: Focus groups are structured meetings to find out opinions, needs and ideas about specific topics. Small groups were recruited to help us unfold the barriers/assets in our community related to physical activity and healthy eating. The conversations generated ideas for strategies to create a healthier county and focused on residents living outside of Richland Center.

Interviews with Community Members: Throughout the community needs assessment process community leaders were interviewed to provide information about organizations and programs that exist in our community. Sharing our project with organizations that have a history in Richland County will help to connect our initiatives/strategies to groups who already have a presence in the community. The complete Richland "Fitness in Total" Community Assessment report is available at Richland County Community Services Building.

Note: Pictures throughout this report are from the Photo Voice Project.

Creation of the Community Strategic Plan

The risk factor behaviors for obesity as identified by the State Health Plan were prioritized by Richland FIT core members to determine which behaviors to address in the strategic plan. The behaviors were prioritized using the community assessment report, photo voice project and data collected from state reports. Targeted behaviors for Richland FIT in order of most important are as follows:

1. Reduce Sugar Sweetened Beverages
2. Increase Fruit and Vegetable Consumption
3. Increase Physical Activity
4. Increase Breastfeeding
5. Reduce Energy Dense Food Consumption
6. Reduce Portion Sizes
7. Reduce TV Viewing

The Richland FIT coalition then came together to discuss evidence based strategies in the “What Works for Health” database. Three strategic planning meetings took place to determine the four goals and specific evidence based strategies to address each goal. Specific strategies were chosen based on the following factors:

- Ability to reach a large number of the population.
- Rated as “scientifically supported”, “some evidence” or “expert opinion” in the What Works for Health database.
- Feasibility for success in rural Richland County.
- Readiness of coalition members and the community to use the strategy.

Progress made to date

Richland FIT is a strong coalition comprised of partners that bring a wide range of expertise to this initiative and are ready to take action to implement our strategic plan. The importance of this coalition is the niche that it fills in our community. Before the development of Richland FIT our community had efforts to address health, physical activity and healthy eating coming from many different organizations and groups. The physical assets, excitement and true compassion to make Richland County a healthy place to live are abundant but sustaining them over time is a challenge. What our community needed was the infrastructure to bring together organizations and partners to share ideas, develop cohesive plans and work together to implement those plans. In one year Richland FIT has begun to fill that niche and will work to strengthen the coordinated efforts to improve health and address obesity in rural Richland County.

In our short history, Richland FIT has already accomplished several major steps in obesity prevention:

- Partnered with the middle school to submit a Safe Routes to School planning grant.
- Partnered with the school district to submit an application for AmeriCorps Farm to School Volunteer.
- Developed a wellness committee at the county Health and Human Services department.
- Received a Community Transformation Active Communities grant

Richland Fit has also accomplished several major steps in coalition infrastructure development:

- Completed a community needs assessment
- Involved key community partners in a strategic planning process
- Developed a strategic plan for obesity prevention in Richland County
- Disseminated our needs assessment and strategic plan to community organizations

Richland Fitness in Total Community Strategic Plan for Obesity Prevention Goals, Strategies, & Objectives

The mission of Richland FIT is to create a healthier Richland County for all residents. We will accomplish this by offering healthy choices, revising environments and sustaining fitness through policy changes.

By December 2017, working in partnership with community members and community leaders we hope to:

- Decrease overweight among adult males by 5% from 75% to 70%
- Decrease overweight among adult females by 5% from 59% to 54%
(Baselines: Combined BRFSS 2006-2008)
- Increase understanding of how creating an environment to support healthy eating and active living is not only effective, but also reduces stigma and individual stress

To achieve our mission, we will focus on four overarching goals:

1. Improve the eating habits of all residents in Richland County
2. Increase physical activity among all residents in Richland County
3. Promote a holistic concept of *Fitness in Total*
4. Enhance the strength and capacity of the Richland FIT coalition



Goal 1: Improve the Eating Habits of all Residents in Richland County

Overall Long-term Objectives

By December 2017,

- Increase access to retail fresh foods for low-income residents from 25% to 30%.
- Increase the percentage of adults who eat fruit ≥ 1 times a day from 18% to 23%.
- Increase the percentage of adults who eat 5 servings of fruit/veggies from 22% to 27%.
- Decrease the percentage of high school youth who report not eating salad during the past week from 40% to 35%

Strategy 1.1: Increase the number of Richland county residents who have access to fresh fruits and vegetables (Organization/Community Level)

- Objective 1.1.1: By December 2013, Richland FIT will establish a working group with key school personnel (food director, superintendents) to develop a Farm-to-School program to increase fruits and vegetables available in the schools.
- Objective 1.1.2: By December 2016, Richland FIT will implement a Farm-to-School program to increase fruits and vegetables available in the schools.
- Objective 1.1.3: By December 2013, Richland FIT will identify opportunities to partner with local township convenience stores to stock more fresh fruits and vegetables.
- Objective 1.1.4: By December 2013, Richland FIT will develop a partnership with the Richland Center Farmers market and create an action plan to make the market EBT capable.
- Objective 1.1.5: By December 2014, Richland FIT will develop partnerships with at least two local townships to hold mini-farmer's markets in accessible community spaces.
- Objective 1.1.6: By December 2014, Richland FIT will partner with local townships to create community gardens and programs to support gardening by residents.
- Objective 1.1.7: By December 2016, Richland FIT will have expanded access to fresh fruits and vegetables through gardens, farmers markets and/or increasing produce at convenience stores in at least two townships in Richland County.

Measurements

Process Outcomes:

- # Farm to School Volunteers, trainings, peer education sessions
- # Contracts with local farmers
- # Policy/environmental change requests to decision-makers
- # Sales using EBT at Farmer's Market
- # Townships with programs/policies to support community gardens/farmers markets

Intermediate Outcomes:

- # Townships with programs/policies to support community gardens/farmers markets (2012 baseline: 0)
- # Rural convenience stores with programs/policies in place to support farmers markets or offering space and/or programming. (2012 baseline: 0)
- Increase in funding for Farm to School (2012 baseline: \$0)

Strategy 1.2: Increase the number of Richland county residents who have access to nutrition information to guide them in reducing consumption of junk food and increasing healthy nutritious foods (Individual, Intrapersonal Level)

- Objective 1.2.1: By December 2013, Richland FIT will partner with physicians to review evidence based tools and protocols for providing nutrition "prescriptions", healthy eating self assessment tools and screening & counseling about sugar-sweetened beverage consumption.
- Objective 1.2.2: By December 2016, Richland FIT will support an active group of local physicians in implementing at least 1 evidence based strategy/program to support patients in making healthy food choices.
- Objective 1.2.3: By December 2013, Richland FIT will partner with local dieticians to develop criteria for healthy meal choices to be branded and promoted locally as part of the point of purchase campaign.
- Objective 1.2.4: By December 2014, Richland FIT will have established partnerships with at least 5 local businesses (grocery stores, restaurants, convenience stores) to create and implement a point of purchase campaign for healthy foods.
- Objective 1.2.5: By December 2014 Richland FIT will establish partnerships with print and radio media to promote the point of purchase campaign and health information to the community.
- Objective 1.2.6: By December 2016, Richland FIT will create and implement a point of purchase campaign reaching at least 2 schools, 2 restaurants and 2 grocery stores.

Measurements

Process Outcomes:

- # Meetings with physician groups and dieticians
- # Trainings for physicians
- # Meetings with local business owners, community leaders, youth/school group

Intermediate Outcomes:

- # Physicians adopting nutrition prescription practices (2012 baseline: 0)
- # Businesses participating in point of purchase campaign (2012 baseline: 0)
- # Individuals recognizing the Richland FIT healthy option brand(2012 baseline: 0)
- # Print and radio ads promoting Richland FIT (2012 baseline: 0)

Strategy 1.3: Decrease the access to and promotion of unhealthy foods (including soda) in schools and community settings (Individual, Organization and Community Levels)

- Objective 1.3.1: By December 2013, Richland FIT will partner with high school youth to create a youth coalition and develop a plan to reduce access to junk foods and soda in the high school setting.
- Objective 1.3.2: By December 2014, Richland FIT youth coalition will implement peer education campaigns on the importance of reducing access to junk food and soda in the high school setting.
- Objective 1.3.3: By December 2015, Richland School District will adopt at least one policy to reduce access to junk food and soda in the high school setting.
- Objective 1.3.4: By December 2016, Richland FIT will leverage point of purchase partnerships with local businesses to discuss promotions of unhealthy foods.

Measurements

Process Outcomes:

- # Meetings with youth coalition
- #/ Type of peer education by youth coalition
- # Meetings with local business owners and community leaders

Intermediate Outcomes:

- # of policy's in the Richland School District that limit access to junk food/soda (2012 baseline:0)
- # Dissemination of plan developed by youth coalition to address access to junk food
- # Businesses participating in point of purchase campaign (2012 baseline: 0)

Goal 2: Increase Physical Activity among all residents in Richland County

Overall Long-term Objectives

By December 2017,

- Increase percentage of males who report exercise in the past month from 78% to 83%
- Increase percentage of females who report exercise in the past month from 84% to 89%

Strategy 2.1: Increase the number of Richland county residents who are aware of county resources for physical activity (Individual Level)

- Objective 2.1.1: By December 2012, Richland FIT will create partnerships with print and radio media sources to build social support for active living.
- Objective 2.1.2: By December 2012, Richland FIT will develop a website resource directory of county resources for physical activity.
- Objective 2.1.3: By December 2013, Richland FIT will sponsor or co-sponsor at least two county-wide events to promote physical activity.
- Objective 2.1.4: By December 2013, Richland FIT will sponsor or co-sponsor at least two township campaigns to increase physical activity.

Measurements

Process Outcomes:

- # Meetings with local media sources and townships
- # Website/social media developed
- # Events & campaign implemented

Intermediate Outcomes:

- # Earned media spots and # of paid media spots
- # Hits on website
- # Resources listed on website
- # Township residents participating in local campaign activities

Strategy 2.2: Increase access to physical activity resources in Richland County, including low-income rural townships (Community Level)

- Objective 2.2.1: By December 2013, Richland FIT will establish a working group with key personnel (recreation department, school administrator, township officials) to assess usage of current joint use agreement.
- Objective 2.2.2: By December 2013, Richland FIT and community partners will implement recommendations to strengthen joint use.
- Objective 2.2.3: By December 2014, Richland FIT and community partners will expand joint use to unused school or county facilities in at least one township.

Measurements

Process Outcomes:

- # Active workgroup partners
- # Meetings

Intermediate Outcomes:

- # Township facilities included in joint use (2012 baseline: 0)
- # County residents using school facilities (2012 baseline: TBD)
- # Township residents using designated facilities (2012 baseline: 0)

Strategy 2.3: Increase the number of school children in Richland County who walk or bike to school (Individual, Organization, Community Level and Built Environment)

- Objective 2.3.1: By December 2013, Richland FIT will partner with school administrators to find resources to implement plans for Elementary and Middle School Safe Routes to School.
- Objective 2.3.2: By December 2014, Richland FIT will develop a working group (including parents, health care providers, county commissioners, city officials, transportation department and community members) to determine potential improvements in the built environment to facilitate active commutes to school.
- Objective 2.3.3: By December 2015, Richland FIT and community partners will begin implementing at least one recommendation from the working group.

Measurements

Process Outcomes:

- # Active workgroup partners
- # Meetings and recommendations

Intermediate Outcomes:

- Funding for Safe Routes to School (2012 Baseline: \$0)
- # Potential improvements identified in plan
- # School children walking or biking to school (2012 baseline: TBD)

Goal 3: Promote a holistic concept of *Fitness in Total*

Overall Long-term Objectives

By December 2017,

- Increase knowledge of the holistic fitness concept of healthy eating and physical activity as a coping strategy to deal with stress and improve mental health. (2012 Baseline: TBD)
- Reduce stigma (including bullying) associated with body weight.

Strategy 3.1: Partner with mental health specialists, health care providers and school counselors to increase awareness of physical activity and healthy eating as a coping strategy for stress (Individual, Intrapersonal and Community Level)

- Objective 3.1.1: By December 2013, Richland FIT will create partnerships with print and radio media sources to educate the public on positive coping strategies for stress.
- Objective 3.1.2: By December 2013, Richland FIT will recruit at least 3 service providers working in the mental health field as coalition members.
- Objective 3.1.3: By December 2014, Richland FIT will sponsor training for at least 2 service providers on connection between stress and food/physical activity.
- Objective 3.1.4: By December 2014, Richland FIT will sponsor or co-sponsor community events on healthy coping skills for stress and connection to Fitness in Total.

Measurements

Process Outcomes:

Trainings held

Events held

Service Providers on Coalition

Intermediate Outcomes:

Media events focusing on holistic concept of fitness

Professionals trained on mental health issues related to overweight (2012 Baseline: 0)

Residents reporting healthy coping skills (2012 Baseline: TBD)

Strategy 3.2: Partner with school counselors, health care providers, staff, youth coalition, and parents to provide tools to counteract bullying and promote healthy body image issues for a holistic concept of Fitness in Total (Individual, Interpersonal and Organization Level)

- Objective 3.2.1: By December 2014, Richland FIT will create working group on 'Fitness in Total' with school personnel and students.
- Objective 3.2.2: By December 2015 working group will evaluate, identify and implement one campaign that promotes healthy body image for school age children.
- Objective 3.2.3 By December 2015 Richland Fit will sponsor at least one speaker to present at an all school assembly on topics related to body image.
- Objective 3.2.2: By December 2015, Richland FIT will sponsor training for the working group to provide tools and programs to promote 'Fitness in Total'.

Measurements

Process Outcomes:

Type of individuals in working group

Intermediate Outcomes:

Trained on tools to address mental health issues for Fitness in Total (2012 Baseline: 0)

Goal 4: Enhance the strength of the Richland FIT coalition

Strategy 4.1: Strengthen the community understanding of environmental and policy change strategies to address overweight (Individual, Organizational, Community Levels)

- Objective 4.1.1: By December 2013, Richland FIT will create partnerships with print and radio media sources to educate the public on social ecological model and environmental change strategies.
- Objective 4.1.2: By December 2013, Richland FIT will conduct at least one public event (e.g., art show of our PhotoVoice assessment results) to educate community and increase awareness.
- Objective 4.1.3: By December 2014, Richland FIT will request formal support on Richland FIT strategies from at least 15 community agencies, worksites and churches.

Measurements

Process Outcomes:

- # Media stories
- # Events & meetings held

Intermediate Outcomes:

- # Community members supporting environmental strategies (2012 Baseline: TBD)
- # Community groups pledging formal support for Richland FIT strategies (2012 Baseline: 0)

Strategy 4.2: Increase active membership and partnerships throughout Richland County (Individual, Organizational, Community Levels)

- Objective 4.2.1: By December 2013, Richland FIT will increase its active organizational membership by 50%.
- Objective 4.2.2: By December 2013, Richland FIT will add members from transportation, youth, planning, townships, law enforcement and faith groups.

Measurements

Process Outcomes:

- # Outreach activities

Intermediate Outcomes:

- # Active organizations from 8 (2012 baseline) to 12.

Strategy 4.3: Increase Richland FIT capacity to work on additional priority strategies (Organizational Level)

- Objective 4.3.1: By December 2016, Richland FIT will have resources to work on additional strategies identified through community assessment as priorities, including.

Healthy Eating:

1) Increase fruit and vegetable consumption through community events to teach food preparation skills & promote use of fresh fruits/veggies in homes and 2) Develop guidelines for food available in schools (including fund raising), substituting healthy options for less healthy options, and using pricing strategies to promote healthy options.

Active Living:

1) Point of Decision prompts (stairs, walk to work, tips to increase activity daily), 2) Flex time policies and incentives for active living in worksites, and 3) strategies to help people build activity into their daily lives.

Strategy 4.4: Increase the number of Richland County residents who support and advocate for prevention programs to address the obesity epidemic in the United States (Society Level)

- Objective 1.4.1: By December 2015, Richland FIT will have created communication methods, including social media such as Facebook and Twitter, to provide information to residents on advocacy campaigns for expanding local, federal and state capacity and resources (including Farm-to-School, school wellness, Safe Routes to School, etc.) to address the obesity epidemic in rural areas such as Richland County.

Measurements

Process Outcomes:

- # Messages on social media sites
- # Followers/ friends on social media sites

Intermediate Outcomes:

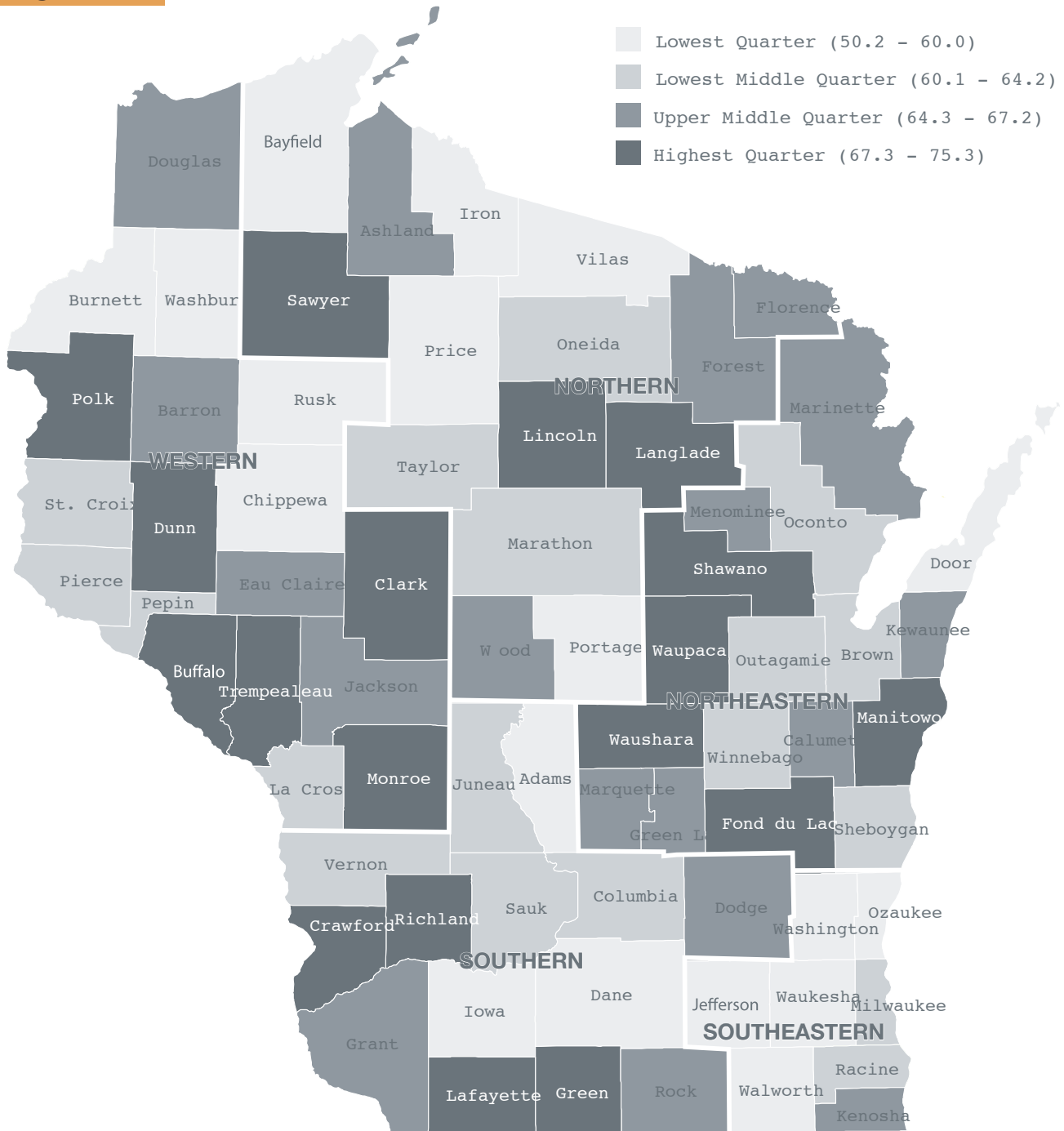
- # Individuals taking action to support obesity prevention (2012 baseline: 0)

Source Material:

1. 2004-2006 Behavioral Risk Factor Surveillance System.
2. Liebhar J.L, Wegner M.V, & Pesik M.J. (2008). Obesity, Nutrition, and Physical Activity in Wisconsin (No. P-00008 (12-08)). Madison, WI: Wisconsin Department of Health Services, Division of Public Health and Wisconsin Partnership for Activity and Nutrition.
3. McLeroy, K.R., Bibeau, D., Steckler, A., & Glanz, K. (1988) An ecological perspective on health promotion programs. *Health Educ Q*, 15(4), 351-377

Adult Total Overweight Prevalence for Wisconsin Counties by Quartile, 2004-2006

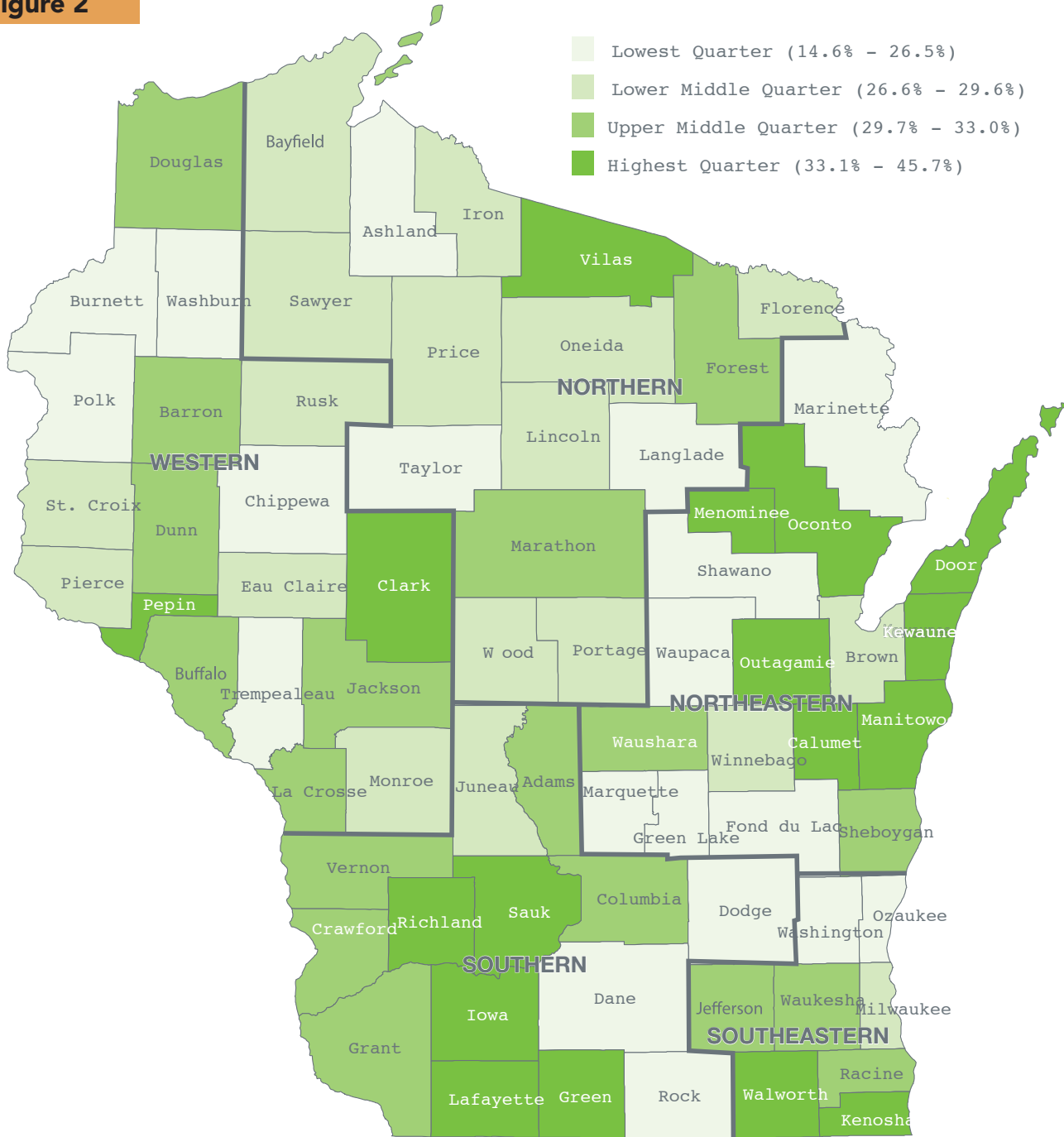
Figure 1



Data source: 2004-2006 Behavioral Risk Factor Surveillance System. Values were provided by the Bureau of Health Information and Policy, Division of Public Health, Wisconsin Department of Health Services.

Total Overweight Prevalence in Wisconsin Counties by Quartile for Children, Aged Two Through Four, Participating in the Wisconsin WIC Program, 2004-2006

Figure 2



Data source: 2004-2006 Pediatric Nutrition Surveillance System, Centers for Disease Control and Prevention.