

Community Health Improvement Plan (CHIP) Implementation

Action Plan: **Nutrition Obesity Type II Diabetes Workgroup**

**Overweight Obesity Type II Diabetes Vision Statement:** Oshkosh/Winnebago County envisions a community that seeks to reverse the trend of increasing obesity.

**Goal (Objective):** Reduce the incidence of obesity/overweight to improve health outcomes for Oshkosh/Winnebago County residents.

**Deliverables:**

- Monthly update of workgroup progress at the CHIP Leadership Committee meeting
- Quarterly update of workgroup progress at the re:THINK Leadership Committee meeting
- Annual Report of what the workgroup has completed and what work will be completed over the following year

Strategies	Actions/Activities	Start Target Date
<p><b>1: Create systemic collaborative plans using best practice models for schools, health care systems, and businesses.</b></p>	<p><b>1.1 Adopt the Healthy Eating Active Living Campaign as the umbrella best practice</b></p> <p><b>1.2 Implement the Health Eating Active Living (HEAL) Campaign in Winnebago County</b></p> <p>a. Partner with local school districts to develop a county-wide school wellness council</p> <p>b. Partner with local schools and UW Extension to promote and Increase Farm-to-School Programs in the County</p> <p>c. Partner with UW Extension to promote school breakfast programs</p> <p>d. Develop educational materials to promote the HEAL campaign</p> <p>e. Partner with community agencies to promote the Electronic Benefits Transfer (EBT) program at the Oshkosh Farmer's Market</p> <p><b>1.3 Partner with local health care providers focusing on the pediatrician community to promote the 5210 program for the "Child" population</b></p> <p>a. Submit concept proposal to Mercy Medical team for educational programs</p> <p>b. Promote 5210 "toolkit" to other county-wide settings</p>	<p><b>1.1 February 2011</b></p> <p><b>1.2 February 2011</b></p> <p>a. January 2012</p> <p>b. April 2011</p> <p>c. Sept. 2011</p> <p>d. March 2011</p> <p>e. March 2011</p> <p><b>1.3 January 2012</b></p>
<p><b>2: Create a campaign to promote nutritious choices in the community to include point of decision prompts, taste testing opportunities in cafeterias, and food preparation classes.</b></p>	<p><b>2.1 Grocery Outlets – FootSteps to Health</b></p> <p>a. Develop educational campaign to promote program to all county supermarket owners/managers</p> <p>b. Use Television outlets to promote education</p> <p>c. Utilize website to promote educational programming</p> <p><b>2.2 Restaurants – Gunderson Lutheran 500</b></p> <p>a. Promote to local independent restaurants</p> <p>b. Develop &amp; Promote a "food map" for local independent restaurants</p> <p><b>2.3 Increase the scope of nutrition education programming offered by the UW Extension while promoting what is already offered</b></p> <p>a. Outreach to families with young children</p> <p>b. Use current community resources to get word out about education programming</p> <p>c. Setup an education stand at the Oshkosh Farmer's Market</p> <p><b>2.4 Develop a Database of Resources for Nutrition Obesity and Diabetes Information</b></p>	<p><b>2.1 January 2012</b></p> <p><b>2.2 February 2011</b></p> <p><b>2.3 January 2012</b></p> <p><b>2.4 February 2011</b></p>

	<ul style="list-style-type: none"> <li>a. Once Complete, Post Information on re:THINK website</li> <li>b. Use database as an asset map</li> </ul>	
<p><b>3: Identify and implement specific measures that will offer healthier food options to vulnerable populations by working with food pantries, Feeding America, and schools.</b></p>	<ul style="list-style-type: none"> <li>3.1 Partner with Women Infants and Children (WIC) to develop educational campaign to increase farmers market participation</li> <li>3.2 Promote Electronic Benefits Transfer (EBT) program at all Oshkosh Farmers Markets</li> <li>3.3 Promote and increase the scope of community Farmers Markets in Winneconne, Omro and Town of Menasha</li> <li>3.4 Promote and Increase Access to Community Supported Agriculture (buying shares in a farm) in Winnebago County</li> <li>3.5 Promote and increase availability of Nutrition Education resources at the local Food Pantries. <ul style="list-style-type: none"> <li>a. Use Television outlet to provide nutrition education</li> </ul> </li> <li>3.6 Develop Educational campaign for Food Pantry Donations</li> <li>3.7 Increase the use of FoodShare among eligible populations <ul style="list-style-type: none"> <li>a. Develop educational campaign to promote FoodShare</li> <li>b. Decrease barriers to FoodShare access</li> </ul> </li> <li>3.8 Partner with UW Extension and local communities to increase the number of community gardens</li> </ul>	<ul style="list-style-type: none"> <li>3.1 June 2011</li> <li>3.2 March 2011</li> <li>3.3 April 2012</li> <li>3.4 March 2012</li> <li>3.5 Sept 2011</li> <li>3.6 Nov. 2011</li> <li>3.7 January 2012</li> <li>3.8 March 2011</li> </ul>
<p><b>4: Identify, support, and pursue policies and ordinances that will help the public make informed decisions when choosing food purchases (i.e. Healthy Menu Choices), and by supporting healthy food choices in schools (ie. Farm to School programs).</b></p>	<ul style="list-style-type: none"> <li>4.1 Educate community and school leaders about the importance of healthy food and drink policies and ordinances at both the school and community level <ul style="list-style-type: none"> <li>a) Provide education and support to schools based on the new federal level policy changes</li> </ul> </li> <li>4.2 Develop healthy food and drink policies and ordinances <ul style="list-style-type: none"> <li>a. Work with local school districts to implement healthy food and drink policies in schools</li> <li>b. Work with local boards and councils to implement healthy food and drink policies in the community</li> </ul> </li> <li>4.3 Promote and increase Farm-to-School programs in the county</li> <li>4.4 Partner with UW Extension to promote school breakfast programs <ul style="list-style-type: none"> <li>a) Provide support to interested schools while supporting already engaged schools</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>4.1 January 2012</li> <li>4.2 January 2013</li> <li>4.3 Sept. 2011</li> <li>4.4 Sept. 2011</li> </ul>
<p><b>5: Support efforts of work groups for all Priorities.</b></p>	<ul style="list-style-type: none"> <li>5.1 Collaborate with HL workgroup to ensure that Diabetes and Obesity are covered in promotion of the Medical Home Model</li> <li>5.2 Develop diabetes and obesity programming through the Living Healthy Community Clinic <ul style="list-style-type: none"> <li>a. Collaborate with the UW Oshkosh Nursing Program</li> </ul> </li> <li>5.3 Collaborate with PA Committee to distribute "Worksite Wellness Kit"</li> <li>5.4 Collaborate with PA Committee on Point of Decision Toolkits</li> </ul>	<ul style="list-style-type: none"> <li>5.1 August 2011</li> <li>5.2 January 2012</li> <li>5.3 March 2012</li> <li>5.4 March 2011</li> </ul>