

Community Health Improvement Plan (CHIP) Implementation

Action Plan: **Physical Activity Workgroup**

Physical Activity Vision Statement: Oshkosh/Winnebago County envisions a community in which all residents are physically active, and seek to participate in exercise a minimum of 150 minutes per week.

Goal (Objective): Increase participation of Oshkosh/Winnebago County residents in exercise and physical activities to improve their general health.

Deliverables:

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

Strategies	Actions/Activities	Target Date
<p>1: Utilize best practice programs to increase physical activity in the home, the workplace, and at school.</p>	<p>1.1 SCHOOLS:</p> <ul style="list-style-type: none"> a. Promote & engage schools in DHS “Active Schools” program and activities in Oshkosh, Omro and Winneconne b. Expand the promotion of the “Walk to Win” program in area schools c. Partner with local school districts and East Central Wisconsin Regional Planning Commission to promote Safe Routes to Schools d. Develop educational campaign to promote the institution of a policy that requires 150 minutes of physical activity per week e. Educate local school boards and administrators about the benefits of a policy requiring 150 minutes of physical activity per week <p>1.2 WORKPLACES:</p> <ul style="list-style-type: none"> a. Conduct a county-wide survey and focus group to find out what worksite wellness is currently offered in Winnebago County b. Promote “Walk to Win” program to local businesses c. Promote and distribute Worksite Wellness Toolkits to local businesses d. Develop and distribute point of decision prompt toolkit for local businesses and organizations e. Develop a National Employee Health and Fitness Day Challenge to promote physical activity in the workplace f. Partner with YMCA Oshkosh to develop corporate challenge incentive program along with the Worksite Wellness Toolkit g. Assist businesses with worksite wellness programs as needed <p>1.3 HOME:</p> <ul style="list-style-type: none"> a. Promote the Walk to Win program b. Develop a “Winnebago Family Fun Workbook” – suggests all sorts of family friendly activities that involve being active 	<p>1.1</p> <ul style="list-style-type: none"> a. Oct. 2011 b. Aug. 2011 c. March 2011 d. Sept. 2012 e. Sept 2012 <p>1.2</p> <ul style="list-style-type: none"> a. April 2011 b. Aug. 2011 c. March 2011 d. March 2011 e. March 2011 f. July 2011 g. March 2011 <p>1.3</p> <ul style="list-style-type: none"> a. Aug 2011
<p>2: Create a marketing campaign to promote currently available facilities for physical activity.</p>	<p>2.1 Create a county-wide inventory of currently available physical activity facilities</p> <ul style="list-style-type: none"> a. Collaborate with Healthy Recreation Opportunities workgroup to compile data b. Provide community access to inventory via re:THINK website <p>2.2 Develop a marketing campaign???????</p>	<p>2.1 May 31, 2011</p> <p>2.2 June 1, 2011</p>

<p>3: Establish partnerships with Park & Recreation departments, schools, businesses (i.e. YMCA) to maximize access to opportunities across the county for physical activity.</p>	<p>3.1 Engage new community partners to participate in specific committee activities based off of need for people or resources</p> <ul style="list-style-type: none"> a. Utilize a strategic recruitment process for specific activities <p>3.2 Develop an educational campaign to be used to educate local leaders, businesses and individuals about re:TH!NK and what its goals and strategies are.</p>	<p>3.1 Ongoing</p> <p>3.2 March 2011 - Ongoing</p>
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