

Nutrition Action Plan 2017



- **Increase Access to Healthy Foods**
- **Increase Youth with Healthy Weights**

Healthy People Lincoln County
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Introduction

The purpose of the Lincoln County Nutrition Action Plan is to mobilize people, organizations and stakeholders to collaboratively address nutrition issues that impact the people of Lincoln County.

What is Good Nutrition?

As established in the *U.S. Dietary Guidelines* (2005), good nutrition includes:

- Meeting nutrient recommendations yet keeping calories under control.
- Safe handling, preparation, serving, and storage of foods and beverages.
- Ready and appropriate access to nutritious foods throughout the year for all individuals and families.

Why is this important?

Healthy eating is a staple for a good life. Adequate and appropriate nutrition is a cornerstone to prevent chronic disease and promote vibrant health.

- Obesity is one of the most critical health issues of our time.
- Obesity is linked to a number of chronic diseases, including coronary heart disease, stroke, diabetes, and some cancers.
- Diet in childhood, including breastfeeding, is especially important to maintaining appropriate weight throughout the lifetime.

Today's children may be the first generation to NOT outlive their parents!

Why focus on Nutrition?

The health focus area of nutrition was a priority selected by community stakeholders through a community health needs assessment process that started in January, 2012. The purpose of this process was to review health data for Lincoln County, as well as strengths and opportunities. The Healthiest Wisconsin 2020 Plan was the framework for what health focus areas were reviewed. For a complete copy of the community health improvement needs assessment and plan you can visit, www.healthypeoplelincolncounty.com.

How you can get involved?

We invite you to actively support Healthy People Lincoln County's Nutrition Action Plan. To get involved, please contact Brigid Flood, RN, Lincoln County Health Department, 607 N. Sales Street, Suite 101, Merrill, at 715-536-1371 or bflood@co.lincoln.wi.us.

Acknowledgments

The Lincoln County Health Department acknowledges and extends sincere appreciation to the following community partners for their contributions to the development of the Lincoln County Nutrition Action Plan.

**Ministry Good Samaritan Health Center
Ministry Sacred Heart Hospital
UW Extension-Lincoln County**

**Lincoln County Board of Health
Aging and Disability Resource Center
Community Members**

Key Findings

- The rate of Wisconsin adult obesity increased from 20 percent to 26 percent from 2000 to 2008 (Wisconsin Department of Health Services, Track 2010).
- In 2009, only 23% of Wisconsin adults reported eating 5 or more fruits and vegetables a day.
- In 2009, only 19% of Wisconsin students reported eating 5 or more fruits and vegetables a day.
- In 2012, Lincoln County adults surveyed reported...
 - 88% of Lincoln County adults know the dietary recommendations for eating a balanced diet and approximately 50% follow the recommendations most days.
 - Adults drink the following, daily: water 80%, milk 50%, coffee 51%, soda 38%, and juice 30%. Adults also reported drinking daily alcohol 6% and energy drinks 4%,

Obesity Statistics

<p>Worldwide obesity has more than doubled since 1980.</p> <p>Nationally, over 2/3 of the adult population is overweight or obese. (2010)</p> <p>Overweight and obesity are the fifth leading risk for global deaths. (2012)</p> <p>Approximately 1 in 5 children are overweight or obese by the time they reach their 6th birthday, and over half of obese children become overweight around age 2.</p>	<p>In Wisconsin, 62.8% of adults are overweight and 26.3% are obese. (2010)</p> <p>Wisconsin ranks 12th in overall prevalence of national obesity. (2008)</p> <p>In Wisconsin 16.6% of children aged 2-5 years are overweight and 14.1% are obese; 14% adolescents are overweight and 9.3% are obese. (2010)</p>	<p>In Lincoln County: (2008-2009)</p> <ul style="list-style-type: none"> • 18% of students K-12 were overweight or obese • 25% of male students, ages 7, 11, and 14 were overweight or obese • 29% of female students, age 13 were overweight or obese
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Community Strengths

Schools implemented initiatives promoting healthy options such as serving more fruits and vegetables for lunch, a weekend food backpack program, and school gardens.

There is a growing number of community meals in Lincoln County.

Farmer markets are being utilized by WIC participants and the elderly.

Healthier food options have been offered by area businesses in cafeterias.

Both Merrill and Tomahawk school systems are using the FitGrams tool to assess student BMI's.

Many Child Care Providers have implemented the "Active Early and Healthy Bites" resource kits from the WI DHS

Community Opportunities

Lincoln County has restaurant, concession, and fundraiser tool kits developed and ready for further implementation

Lincoln County has an opportunity to strengthen community partnerships that would lead to the possibilities to apply for grants.

It is important to create more opportunities for community meals as well as the expansion of the food pantry in Tomahawk.

There is a need to expand community gardens throughout the county and to continue to promote healthy choices when eating out.

Barriers to Achieving Optimal Nutrition

Lincoln County is the 3rd highest of 7 WI districts studied with 14.8% of the population reporting food hardship.

High-fat, high-sugar, high-salt, energy-dense, micronutrient-poor foods tend to be lower in cost.

52% of Lincoln Co. residents say they are prevented from eating a balanced diet because of a lack of time. 29.5% say they are prevented from eating a balanced diet due to insufficient money.

The 2010 Wisconsin School Health Profiles assessed the school environment, indicating that among high schools:

- 33.5% did not sell less nutritious foods and beverages anywhere outside the school food service program
- 11.4% always offered fruits or non-fried vegetables in vending machines and school stores, canteens, or snack bars, and during celebrations whenever foods and beverages were offered

Process for Action Planning

The Lincoln County Nutrition Health Action Plan process occurred in the fall of 2012. When developing goals, objectives and strategies the following process was used by community partners:

1. Determine Community Needs

- Review community needs assessment data
- Review Lincoln County Community Survey 2012
- Lincoln County strengths and opportunities

2. Review of State Objectives

- Objective 1: Increase access to more nutritious foods, and decrease access to less nutritious foods; support sustained breastfeeding.
 - Objective 2: Make Healthy foods available for all.
 - Objective 3: Reduce disparities in obesity rates for populations of various Socio-economic groups
- Source: Healthiest Wisconsin 2020 (paraphrased)

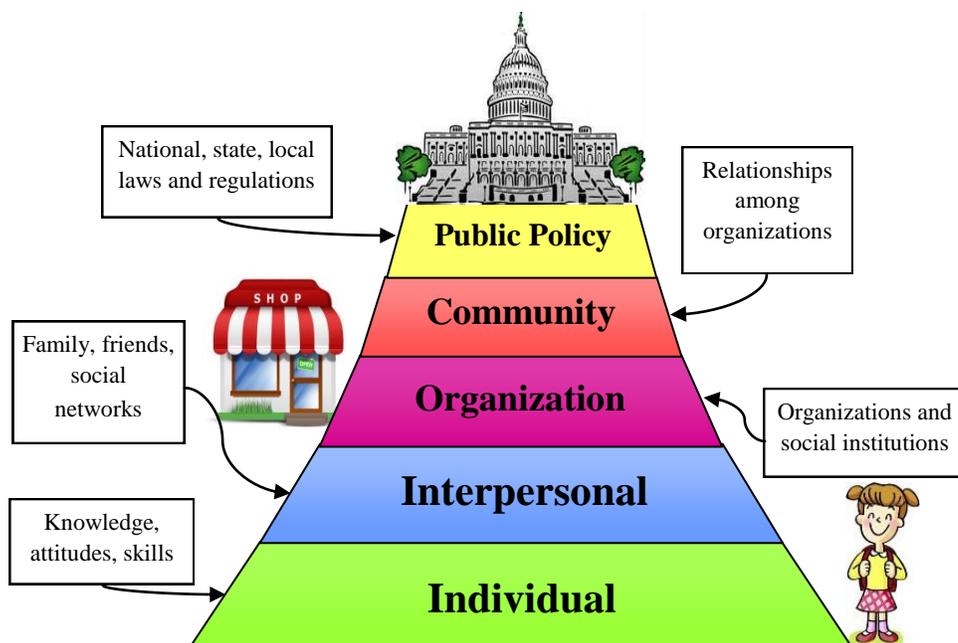
3. Review Evidence-based Best Practices for Improving Nutrition

- Focus on population-based practices
(See chart on next page)

4. Determine How to Measure Success (Evaluation)

- Develop Nutrition logic models
- Develop SMART Measureable objectives
- Determine key indicators

Socio-ecological Model



This model shows the multiple influences on community health, and barriers to health improvement. Developing strategies based on multiple levels of this model will assist in developing a successful action plan. See Example on page 4

Evidence-Based Approaches to Improve Nutrition

The following are evidence-based approaches to address nutrition at the individual, organization/institution, and community levels. Policies addressing systems and policy changes have been proven to show sustainability, impacts infrastructure and shift social norms.

Approaches			
	Individuals, Families & Social Networks	Organizations & Institutions	Community (neighborhoods, municipalities, counties or state)
Programs Activities focused on increasing knowledge about health issues and/or promoting healthy behaviors or conditions	<ul style="list-style-type: none"> Point-of-purchase campaign – increase knowledge/skills re: healthier food options UW-Ext. program on process/preserve fresh foods Educational resources for families – healthy weights, nutrition, physical activity 	<ul style="list-style-type: none"> School Health Council formation Fundraising Toolkit Concessions Toolkit Healthy Restaurant Program Healthy Weight program for youth 	<ul style="list-style-type: none"> Let's Go.org program implemented in schools, health care, homes
System Change Change that impacts social norms of an organization, institution, or system; may include a policy or environmental change strategy.		<ul style="list-style-type: none"> Healthy snack policy @ daycares and schools Annual screening of BMI at schools 	
Environment Change Physical aspects of the environment that support healthy or discourage unhealthy behaviors and conditions		<ul style="list-style-type: none"> Healthier food options @ groceries, restaurants, convenience stores Healthier vending machine options 	<ul style="list-style-type: none"> Community gardens
Policy Policies, rules, ordinances and laws that support healthy practices, actions and behaviors		<ul style="list-style-type: none"> Develop protocol for school/medical provider response to unhealthy BMI's 	

What you can do?

At the individual level, people can:

- Make healthy, balanced food choices
- Read food labels and become familiar with appropriate portion sizes
- Increase consumption of fruit and vegetables, as well as legumes, whole grains and nuts
- Limit the intake of sugars and sugared beverages
- Decrease the frequency of eating fast foods
- Educate yourself on BMI measurement and healthy weights
- Balance food intake with physical activity
- Engage in regular physical activity
- Limit the number of hours using media daily. This includes watching TV, video games, and computer activities.
- Parents can help to manage their children's weight and health through healthy lifestyle modeling, and skill-building in the areas of parenting, meal-planning and behavior management.

Individual responsibility can only have its full effect where people have access to a healthy lifestyle. Therefore, at the societal level it is important to:

- Support individuals in following the recommendations above, through sustained political commitment and the collaboration of many public and private stakeholders
- Make regular physical activity and healthier dietary patterns affordable and easily accessible to all - especially the poorest individuals
- Connect those with food resource availability issues with a variety of community resources, such as education on food preparation and budget planning through the UW-Extension and use of local food pantries

The food industry can play a significant role in promoting healthy diets by:

- Reducing the fat, sugar and salt content of processed foods
- Ensuring that healthy and nutritious choices are available and affordable to all consumers
- Practicing responsible marketing
- Ensuring the availability of healthy food choices and supporting regular physical activity practice in the workplace

Definitions of Planning Terms

Focus Area:	Top issue your community selected as priorities
Goal:	Board statement of what you hope to accomplish related to this priority
Objectives:	Describe the specific measurable end-products of your intervention. Objectives should be SMART: specific, measureable, achievable, realistic, and time-framed.
Timeline:	Projected start and end date for each activity
Resources/Required:	All resources needed for each step
Lead Person/ Organization:	Identify by name key person who will initiate the activity, provide direction for the work, and monitor the progress.
Progress Notes:	Track progress of completion of activities. Also note unexpected outcomes, both positive and negative.
Indicator:	What you measure to determine whether or not change has occurred.
Data Source	Data collection method to determine whether or not change has occurred.

Nutrition Action Plan 2013-2017

Healthiest Wisconsin 2020 Alignment: 1. Increase access to more nutritious foods, decrease access to less nutritious foods
 2. Make Healthy foods available for all.
 3. Reduce disparities in obesity rates for populations of various socio-economic groups

Date Created: 2-7-2013

Date Reviewed/Updated:

Best Practices: See page 14

Goal 1: By 2017, people in Lincoln County will have access to healthy foods.

Objectives:	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
At least 14 sites will be surveyed on their nutrition and physical activity policies including schools, health care, community organizations, community at large and worksites.	X					Which organizations have policies? What are they? -surveys, interviews	-CHANGE grant -coalition members -survey -cooperation from agencies and personnel	Wendy Hilmershausen/ Kristi Krombholz	
At least 10 community stakeholders will increase their knowledge in Lincoln County's nutrition and physical activity health score.	X					Results from survey or interviews shared	Survey	Wendy Hilmershausen/ Kristi Krombholz	
There will be at least 2 grocery stores, convenience stores, and/or restaurants that will provide and promote healthy choices of quality, affordable foods available to Lincoln County residents.		X				Agreement by agencies to participate; demonstrated changes	-Healthy Choice Restaurant toolkit -AHEC intern -cooperation from agencies -Staff time		

Objectives:	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
3 Coalition members will complete training on grant writing to promote opportunities to acquire available grants targeting improved nutrition.		X				Training completed	-access grant-writing training opportunities -coalition members able to participate -Staff time		
Lincoln County residents will increase their knowledge and skills in making healthy choices at points of purchasing (restaurants, grocery store, convenience stores, concessions).		X				Increased demand for healthier choices? Survey? Healthier concessions being offered	-Educational materials at point of purchase -Demos in grocery stores -Concessions toolkits -staff time		
Lincoln County residents will increase their understanding on what are nutritious foods and how to process fresh foods either through cooking and or preserving.		X				Residents complete UW-Ext. class	-UW-Ext. class -Educational materials developed -staff time	UW-Ext	
There will be 3 Lincoln County schools that will implement a healthier snack policy.			X			Policies in place	-School cooperation -staff time -parental cooperation -research		
At least 5 Lincoln County agencies will increase policies and environmental changes to promote access to affordable, quality foods and physical activity.					X	Policies in place Environmental changes demonstrated	-participation of agencies -Best practice ideas researched and shared -staff time		

Objectives:	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
Lincoln County residents will have increased access to community gardens.					X	Number of community gardens expanded	-staff time -county/city land use -community volunteers to establish/maintain garden(s) -funding for tools, supplies		
There will be 3 establishments with vending machines that will offer healthy choices.				X		Healthier choices in vending machines	-staff time -research healthier choices and suppliers -cooperation of establishments		

Goal 2: By 2017, more youth in Lincoln County will have a healthy weight.

Objectives	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
At least 10 community stakeholders will increase their knowledge on what is a healthy weight and the risks of overweight/obesity.	X					verbalization?	-develop educational materials -staff time -cooperation from agencies		
Lincoln County residents will increase their knowledge on what is a healthy weight and the risks of overweight/obesity.		X					-staff time -develop educational materials -cooperation of agencies to disseminate materials		
Lincoln County School districts will be assessed regarding existing protocols and policies to promote healthy weights in students.		X					-staffing to handle referrals - partnerships		
Lincoln County School Districts will increase their knowledge supporting formation of a School Health Council.	X						-partnerships to hold stakeholder meetings. -educational information developed		
3 local medical providers will be assessed regarding protocols and clinical guidelines used to promote healthy weights and address unhealthy weights in youth.			X				-funding -staffing -promotional materials - partnerships		

Objectives	Timeline					Indicators and Data Sources	Resources Required	Lead Person/ Organization	Progress Notes
	13	14	15	16	17				
A protocol will be adopted by at least one Lincoln County school district to address unhealthy student BMIs.				X		Existing school protocol	-staff time -coordination between schools and medical providers -best practices		
There will be 8 youth enrolled in a healthy weight program.				X		Existing healthy weight program with at least 8 participants	-development of program -participation of youth -staff time to promote program		
More Lincoln County youth will have healthier weights.					X	BMI data from schools	-cooperation of school administration and PE dept.s		

Resources and References

Data Resources

Lincoln County Community Health Survey 2012

www.healthypeoplelincolncounty.com

Obesity, Nutrition, and Physical Activity in Wisconsin - Executive Summary

www.dhs.wisconsin.gov/publications/P0/P00009.pdf

Healthiest Wisconsin 2020, Nutrition Focus Area

<http://www.dhs.wisconsin.gov/hw2020/focusareas/profiles.htm>

Food Research and Action Center

www.frac.org/

2011 Youth Risk Behavior Survey: (YRBS)

<http://ssp.w.dpi.wi.gov/files/ssp/pdf/yrbs11execsumm.pdf>

Evidenced-base Best Practices

The Community Guide/ The Community toolbox

<http://www.thecommunityguide.org/nutrition/index.html>

http://ctb.ku.edu/en/promisingapproach/Databases_Best_Practices.aspx

Childhood Obesity Prevention Program | **Let's Go!** Maine www.lets-go.org

What Works for Health: Policies and Programs to Improve Wisconsin's Health

<http://whatworksforhealth.wisc.edu/driver.asp?id=12>

WI Physical Activity, Obesity and Nutrition Program: Information by Settings:

<http://www.dhs.wisconsin.gov/physical-activity/>

Organizations

Wisconsin Department of Health Services: Web links for Nutrition and Physical Activity

<http://www.dhs.wisconsin.gov/physical-activity/Program/links.htm>

American Academy of Pediatrics:

http://www2.aap.org/obesity/pdf/SuggestedPediatricWeightManagement_Protocols_20091015.pdf; www.healthychildren.org

Institute of Medicine: America's Obesity Crisis [http://www.iom.edu/About-](http://www.iom.edu/About-IOM/Leadership-Staff/Boards/Food-and-Nutrition-Board/TWOTN.aspx)

[IOM/Leadership-Staff/Boards/Food-and-Nutrition-Board/TWOTN.aspx](http://www.iom.edu/About-IOM/Leadership-Staff/Boards/Food-and-Nutrition-Board/TWOTN.aspx)

CDC: BMI for children and teens

http://www.cdc.gov/healthyweight/assessing/bmi/childrens_bmi/about_childrens_bmi.html