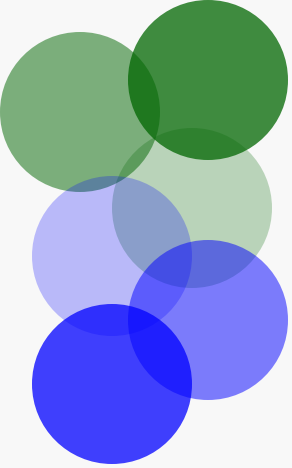


# Northwoods LEAN

## Linking Education, Activity, & Nutrition

Annual Report 2014



# Vision and Mission

## Vision

Oneida and Vilas County residents will live in a community that promotes and supports residents in achieving a healthy lifestyle across the lifespan.

## Mission

Northwoods LEAN is a coalition that promotes a culture of healthy living through physical activity and nutrition in Oneida and Vilas Counties



# Work Plan Progress

## Community Health Improvement Plan

### Goal #1

Establish a functioning chronic disease prevention and management coalition in Oneida and Vilas Counties.

## Community Health Improvement Plan

### Goal #4

Strengthen the capacity of coalition, coalition membership, and leadership to continually improve the effectiveness and sustainability of programmatic efforts.



# Work Plan Progress

- **Objective 1: Strengthen the capacity of coalition, coalition membership, and leadership to continually improve the effectiveness and sustainability of programmatic efforts.**
  - Establish media/communications sub-committee that meets regularly to meet the needs of the coalition
    - In progress
  - Establish project sub-committee's and chairs that meets regularly to meet the needs of the coalition
    - WWC- Wendy Henrichs, GBNI- Carrie, PDP: Lori Bergum, Carley Reynolds
  - Participate in National Leadership Academy for the Public's Health:
    - Completed by Laura Magstadt, Gina Egan, Sue Kirby, Kyla Waksmonski
  - Continue to increase the capacity of the coalition by identifying new members, stakeholders, and partners
    - Complete and ongoing
- **Objective 2: Continue to build the Northwoods LEAN brand.**
  - Began developing a coalition marketing plan
    - In progress
  - Continue to promote Northwoods LEAN through branding materials
    - Bags, Barriers to Wellness Report, Brochure, LEAN Banner at Farmers' Market
  - Continue to disseminate press releases that provide education or information on coalition activities
    - See slide 8



# Work Plan Progress

## Community Health Improvement Plan Goal #2

Implement policies that support residents in achieving a healthy diet and increased physical activity.



# Work Plan Progress

- **Objective 1: Continue to pursue grant funding to expand programming of the coalition and fulfill the objectives of the respective grants awarded.**
  - Continue to identify and apply for funding opportunities that meet the mission of the coalition
    - Complete and ongoing
  - Fulfill grant objectives of CHANGE 2.0 grant
    - Complete: Locations in Vilas County (Dietz's Service Station, Manitowish Waters and BP, Land o'Lakes)
  - Fulfill grant objectives of Security Health Grant
    - Complete: Created bicycle education curriculum and implemented in three after school programs
  - Fulfill grant objectives of DHS Occupational Health and Safety Grant
    - Complete: Held focus groups at 6 local business locations, developed and disseminated report to community related to barriers to wellness in the workplace



# Work Plan Progress

- **Objective 2: Implement a multi-faceted approach to creating positive community change through activities highlighted in the Wisconsin Partnership Program Implementation grant.**
  - Complete Year 1 Activities for Point-of-Decision Prompt Interventions
    - Assembled work group and designed signage for the first PDP to be implemented for all Vilas County employees in Jan. 2015
  - Complete Year 1 Activities for Garden-Based Nutrition Interventions
    - Assembled work group and developed a list of school contacts to assess schools current knowledge and participation in projects related to GBN
  - Complete Year 1 Activities for Safe Routes to School Interventions
    - Met with the City of Rhinelander to discuss SRTS plan; discussion was held on changing the intervention to a county trails system
  - Complete Year 1 Activities for Worksite Wellness Interventions
    - Assembled work group and began planning for the April 2015 worksite wellness summit



# Community Awareness Activities

## • Community Presentations

- Health Equity
  - July 9
- Healthy Kids Day
  - April 26
- St. Mary's Health Fair
  - April 18
- Rhine Haus - Fresh Fruits and Vegetables Month
  - September 9
- Vilas County Health Fair
  - October 23
- Eagle River Memorial Hospital Health Fair
  - June 8
- Healthy Crockpot Demonstrations with St. Mary's & MMG
  - October 28
  - December 16
- Parish Nurse Meeting
  - May 21

## • Media Releases

- February is Heart Month
- Public Health Week
- Food Day
- Diabetes Awareness Month
- Colon Cancer Awareness
- National Childhood Obesity Awareness Month
- National Nutrition Month
- Bike or Walk to School Day
- Full Speed Ahead
- Half the Wheels, Twice the Fun
- Let's Go for a Ride





# Policy Maker Presentations

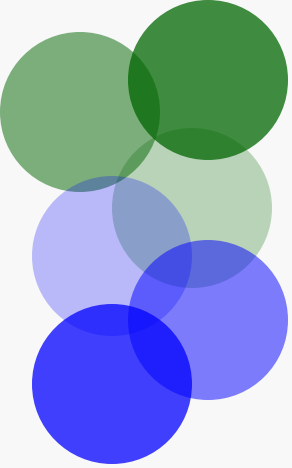
- Community Health Improvement Conference
  - October 1
- Wisconsin Association of Local Health Departments and Boards (WALHDAB)
  - May 5 & July 24
- Vilas County Board of Health
  - March 26 & September 24

# Northwoods LEAN in Action

## Winter Farmers' Market

- Collaborated with the YMCA of the Northwoods to host Winter Farmers' Market
  - Outcome: Enrolled 10+ vendors at local market, market held at YMCA every Saturday, increased access to fresh fruits and vegetables
    - Parties involved: Marilyn Duschl- YMCA, Kyla Waksmonski





# Northwoods LEAN in Action

## Increasing Access to Healthy Foods

- Worked with two convenience stores in Vilas County to increase access to healthy foods. Project included increasing healthy food options, product placement, and marketing strategies.
  - Outcome: Increased access to healthy foods in rural Wisconsin.



- *Dietz's Service Station* (Manitowish Waters)
  - Implemented a variety of signs to draw attention to new healthy food items they added to their store
  - Purchased a fruit rack to display fresh fruit near the front counter

- *BP (Land o'Lakes)*
  - Completed a store reset and purchased new healthy items for customers
  - Created a color code guide to help customers easily navigate their store and find these items



# Healthy Kids Day

- Partnered with Oneida County Master Gardeners
- April 26, 2014 at YMCA of the Northwoods
- Outcomes:
  - Increased youth awareness of where food comes from
  - Increased access to healthy foods
    - Provided each participant with personal lettuce plant





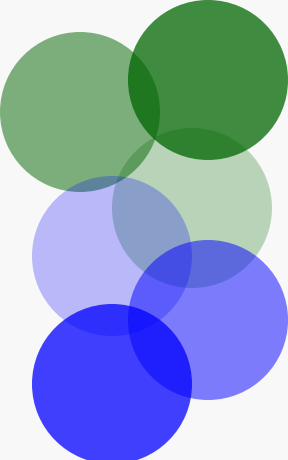
# Food Day

- Largest activity hosted by Northwoods LEAN in 2014
  - Food Day Committee: Pam Snyder, Blaine Conley, Lacey Welke, Maria Skubal, Kyla Waksmonski, Anna Kessro
- Participating businesses, organizations, and schools include:
  - Three Lakes/Sugar Camp School District
  - Northwoods Community Elementary School
  - Northwoods Community Secondary School
  - Nativity of Our Lord School
  - Central Elementary
  - Crescent Elementary
  - Zion Lutheran School
  - Rhinelander Area Food Pantry
  - Three Lakes Food Pantry
  - Wildberry Food Market
  - Trig's Locations- Rhinelander, Eagle River, Minocqua
  - Ministry St. Mary's Hospital Cafeteria
  - YMCA of the Northwoods- Rhinelander
  - Oneida County WIC Program
  - Camp's Sentry Foods
  - Grassroots Market





# Food Day





# Coalition Successes

- Leadership Team completed National Leadership Academy of Public Health 2014 program
- 71 members and contacts on list
  - 31% increase from 2013
- 18 businesses and organizations participated in Food Day
- Received and completed DHS Occupational Health Grant
  - \$8,750
- Successful completion of CHANGE 2.0 grant
  - Received CHANGE Project continuation funds
  - \$8,250





# Funding

- Currently being funded by \$400,000 Wisconsin Partnership Program three-year implementation grant
  - April 2014 - March 2017
- Completed \$8,250 CDC CHANGE grant project
  - January 2014 - August 2014
- Received \$7,000 CHANGE Project continuation grant
  - September 2014 - June 2015
- Received and completed \$9,000 Security Health Grant
  - January 2014 - June 2014





# Connecting to LEAN

- Find us on the web!
  - [www.northwoodslean.org](http://www.northwoodslean.org)
- Visit us on Facebook!
  - <https://www.facebook.com/NorthwoodsLean>
- Coalition information on Oneida County Health Department website:
  - <http://oneidacountypublichealth.org/?p=481>