

NORTHWOODS LEAN

LINKING EDUCATION, ACTIVITY, & NUTRITION

Annual Report 2015

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 #2

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

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

- **Northwoods LEAN utilizes the CADCA 7 Strategies for Community Change Framework for workplan design.**
 - Range from activities that change individual behavior to community conditions and built environment.

- **CADCA 7 Strategies:**
 1. Providing Information
 2. Enhancing Skills
 3. Providing Support
 4. Enhancing Access/Reducing Barriers
 5. Changing Consequences (Incentives/Disincentives)
 6. Physical Design
 7. Modifying/Changing Policies



WORK PLAN PROGRESS

■ Strategy 1: Providing Information

- Complete:
 - Press releases, LEAN bags, brochures, presentations
 - Point-of-Decision Prompt interventions in all Vilas County buildings and Ministry Northern Region Buildings promoting physical activity
 - Various radio and TV interviews



■ Strategy 2: Enhancing Skills

- Complete:
 - Provided financial support to school representative to attend school garden conference
 - Provided training and technical assistance as needed to GBNI grant recipients
 - Coalition staff attended conferences
 - Provide “Education Express” at coalition meetings
 - Hosting worksite wellness summits

■ Strategy 3: Providing Support

- Complete:
 - Maintain project committees
 - Continue to apply for funding opportunities (CHANGE 4.0)



WORK PLAN PROGRESS

■ Strategy 4: Reducing Barriers/ Enhancing Access

- Complete:
 - Winter Farmers' Market at the YMCA
 - GBNI mini-grants and technical assistance
 - Worksite Wellness Summits and follow-up technical assistance



■ Strategy 5: Changing Consequences

- Complete:
 - Promotion of convenience stores that provided healthy options to customers (CHANGE 3.0 grant)
 - Promotion of agencies that participated in Northwoods LEAN activities (Food Day, Bike and Walk to School Day, etc)
- In progress: worksite wellness programs

■ Strategy 6: Physical Design

- In Progress:
 - Safe Routes to School Infrastructure
 - HEAL Creek Project
 - City of Rhinelander Bike/Ped plan



WORK PLAN PROGRESS

■ Strategy 7: Modifying/Changing Policies

- In progress:
 - Worksite Wellness Summit held to promote worksite wellness policy
 - Worksite wellness policy implementation is an activity in 2016
 - Rhinelander Bike/Ped Plan
 - GBNI mini-grant projects



COMMUNITY AWARENESS ACTIVITIES

■ Community Presentations

- Rhinelander Kiwanis
- Healthy People, Healthy Oneida County Steering Committee (x2)
- Northland Head Start Parent Group
- Rhinelander Rotary
- NWTFC Community Event in Arbor Vitae
- Oneida County Inservice
- Vilas County Inservice
- Oneida County Forestry Dept: Diabetes
- Community Health Assessment – Data in a Day
- Healthy Kids Day
- Healthy Crockpot Demonstrations with Saint Mary's & MMG (3) in partnership with other community organizations

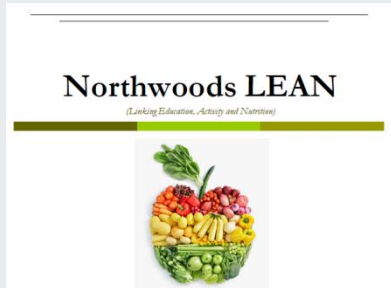
■ Media Releases

- February is Heart Month
- Worksite Wellness Summit (multiple)
- GBNI Mini-Grant (multiple)
- Outstanding Service Award
- Bike and Walk to School Day
- 100 Mile Challenge
- Food Day
- Summer Farmers' Market
- Winter Farmers' Market



POLICY MAKER PRESENTATIONS

- **Healthy People, Healthy Oneida County Steering Committee**
 - February 3
 - May 5
- **Northwoods Tobacco-Free Coalition Community Event**
 - August 11
- **Vilas County Board of Health**
 - Director's Report
 - Monthly



NORTHWOODS LEAN IN ACTION

WINTER FARMERS' MARKET

- Collaborated with the YMCA of the Northwoods to host Winter Farmers' Market
 - Outcome: Winter Farmers' Market 2014-2015 lasted record number of months
 - Outcome: Sustained Winter Farmers' Market for 2015-2016 season (CHANGE 4.0)



NORTHWOODS LEAN IN ACTION

WORKSITE WELLNESS

- Held two worksite wellness summits for Oneida and Vilas County businesses
 - Outcome: Increased knowledge related to benefits, implementation, and evaluation of worksite wellness policies and programs.
 - April 21
 - October 20



NORTHWOODS LEAN IN ACTION

100 MILE CHALLENGE

- Partnered with Oneida and Vilas County schools to promote 100 Mile Challenge event

- October 7

- Outcomes:

- Increased number of students who bike and walk to school
 - Increased awareness of Bike and Walk to School Day in rural schools
 - Increased student physical activity on Bike and walk to School Day
 - Awarded two \$500 winners and \$100 to participating schools



School Name	Number of Students that Biked to School	Number of Students that Walked to School	Number of Miles Earned with School Activities	Examples of How Miles Were Earned
Crescent	4	7	174	Our 6 physical education classes ran /walked and completed obstacle courses to hit the one mile mark.
Sugar Camp Elem.	0	0	102	Our entire student body, grades 4K-6, participated in a teacher led walk outside around our one mile course. 102 miles were logged by our students in two 20 minute recess periods.
Central Intermediate	50	37	581	Physical education class completed 12 minute run/walk. 4 classes totaled 117 miles. All students walked to RHS for concert and walked back to Central afterwards. 275 students @ 1.6 miles for 440 miles. One 5th grade class walked to District Library and back to Central afterwards. 24 students @ 1.0 miles.
James Williams Middle School	24	26	523	Physical education class completed the mile run, 6th grade students walked to RHS for the concert, many teacher lead walks throughout the school day
Pelican Elementary	0	0	513.5	All of our students participated in a fundraiser that included laps around a designated track. Each class walked or ran in 20 min increments throughout the day.
NCES	0	0	99	Each teacher walked their students outside for at least 20 minutes throughout the day



NORTHWOODS LEAN IN ACTION

GARDEN-BASED NUTRITION INTERVENTIONS

- Provided mini-grant opportunities to all school districts and youth-serving organizations in Oneida and Vilas Counties

- Grantees included:

- Three Lakes High School
- Arbor Vitae-Woodruff
- James Williams Middle School
- North Lakeland
- Northland Pines School District (Americorps)
- Pelican Elementary
- Rhinelander High School
- YMCA Children's Learning Center
- YMCA Summer Day Camp
- Lakeland Union High School



NORTHWOODS LEAN IN ACTION

GARDEN-BASED NUTRITION INTERVENTIONS



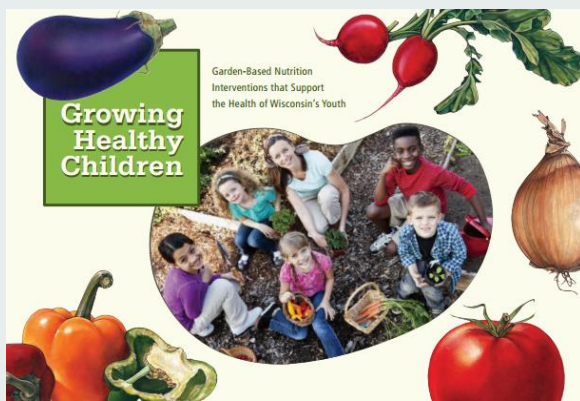
NORTHWOODS LEAN IN ACTION

GARDEN-BASED NUTRITION INTERVENTIONS



NORTHWOODS LEAN IN ACTION

GROWING HEALTHY CHILDREN



- Partnered with Beth Hanna from Community Groundworks (Madison)
- Developed garden-based nutrition intervention toolkit for widespread use and publication
 - Precedes the Got Veggies and Got Dirt publications
- Provides unique list of interventions related to classrooms, cafeterias, schools, and communities
 - Northland Pines and the YMCA of the Northwoods CLC featured as a Success Story!

http://www.communitygroundworks.org/sites/default/files/GrowingHealthyChildren_web.pdf

COALITION SUCCESSES

- 86 members and contacts on list
 - 21% increase from 2014
- 6 out of 9 school districts in our service area received a GBNI grant
- Received CHANGE 4.0 grant for continued support of Winter Farmers' Market
 - \$3000
- 90% of participants who attended the October worksite wellness summit are interested in attending future summits by LEAN



FUNDING

- Currently being funded by \$400,000 Wisconsin Partnership Program three-year implementation grant
 - April 2014 – March 2017
- Completed \$7,000 CHANGE Project continuation grant
 - September 2014 – June 2015
 - Winter Farmers' Market
- Received \$3,000 CHANGE Project continuation grant
 - December 2015 – May 2016
 - Winter Farmers' Market

CONNECTING TO LEAN

- Find us on the web!
 - 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>