

NORTHWOODS LEAN

LINKING EDUCATION, ACTIVITY, & NUTRITION

ANNUAL REPORT 2016

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:
 - Point-of-Decision Prompt interventions in Vilas and Oneida County Trig's locations
 - Various radio and TV interviews, media releases, posts and boosts on social media platforms
- In-Progress:
 - Local restaurant point-of-decision prompt intervention project



Strategy 2:

Enhancing Skills

- Complete:
 - Provided training and technical assistance as needed to GBNI grant recipients
 - Coalition staff attended conferences
 - Provide "Education Express" at coalition meetings
 - Co-hosted worksite wellness learning event with Central Wisconsin Worksite Wellness Network
 - Provided training and technical assistance to worksite wellness grant recipients
- In-Progress:
 - Development of worksite wellness network

Strategy 3:

Providing Support

- Complete:
 - Maintain project committees
 - Provide financial support to YMCA of the Northwoods for continued Winter Farmers' Market
- In-Progress:
 - Increase Vilas County coalition representation
 - Continue to identify and apply for funding

BETTER TOGETHER

WINTER FARMER'S MARKET
SATURDAYS AT THE Y
9:00AM-1:00PM

- Fresh Eggs
- Apples
- Jams & Jellies
- Pickles
- Salsa
- Chicken
- Pumpkins
- Squash
- Carrots
- Onions
- Potatoes
- And Much More



The Winter Farmer's Market is brought to you by
YMCA of the Northwoods and Northwoods LEAN Coalition.



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WORK PLAN PROGRESS

Strategy 4:

Reducing Barriers/Enhancing Access

- Complete:
 - Winter Farmers' Market at the YMCA
 - GBNI mini-grants and technical assistance
 - Worksite Wellness mini-grants and follow-up technical assistance
 - Implement health equity activities
 - Promote transportation service



Strategy 5:

Changing Consequences

- Complete:
 - Promotion schools and youth-serving organizations that implement mini-grant GBNI project
 - Promote businesses that implement worksite wellness programs

Strategy 6:

Physical Design

- Complete:
 - Promote national bike and walk to school days
- In Progress:
 - Safe Routes to School Infrastructure
 - City of Rhinelander Bike/Ped plan



SafeRoutes



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WORK PLAN PROGRESS

Strategy 7:

Modifying/Changing Policies

- Complete:
 - Worksite wellness policy implementation via worksite wellness mini-grant projects
 - School garden-based nutrition intervention mini-grant projects
 - Bike and Walk to School Day student physical activity support via school wellness policy



COMMUNITY AWARENESS ACTIVITIES

Community Presentations

- Howard Young Medical Center
- Sustainability Fair
- Milestone Senior Living Center
- Oneida County In-Service
- Central Wisconsin Worksite Wellness Network – “The Big E”
- Healthy Kids Day

Media Releases

- GBNI Mini-Grant (multiple)
- Bike and Walk to School Day
- 100 Mile Challenge
- National Farmers’ Market Week
- Colon Cancer Awareness

POLICY MAKER PRESENTATIONS

Northwoods LEAN

(Linking Education, Activity and Nutrition)

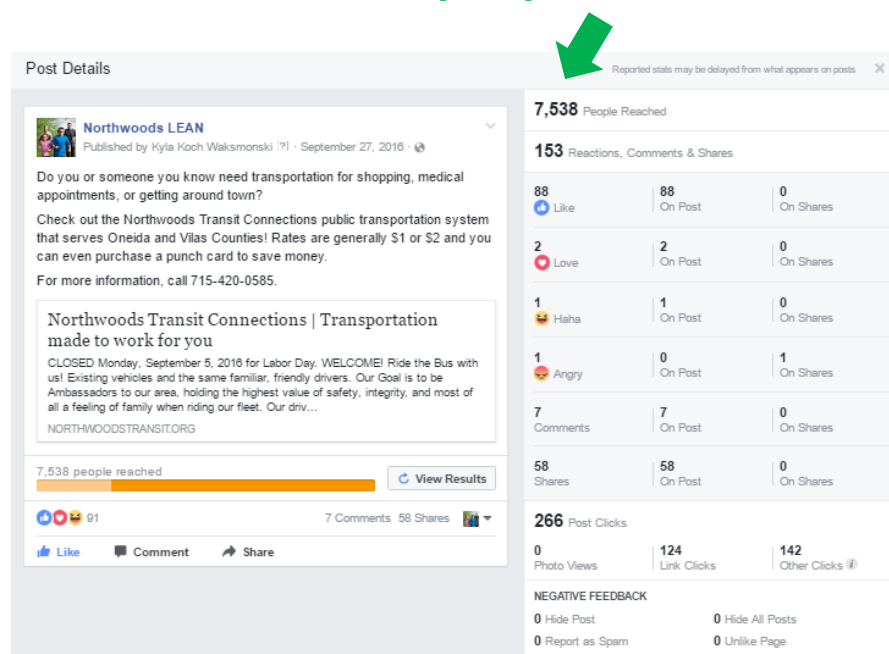


- Healthy People, Healthy Oneida County Steering Committee
- Oneida County Health and Aging Committee
- Vilas County Board of Health
- Oneida County Conservation and UW-Extension Committee

HEALTH EQUITY

- In 2016, Northwoods LEAN completed its first health equity self-assessment and subsequent work plan to deliberately address health equity activities.
- Goal 1: Begin to address healthy equity issues related to chronic disease prevention and management
 - Objective 1: By July 31, 2016, Northwoods LEAN will conduct an assessment specific to health equity and chronic disease.
 - Objective 2: By August 30, 2016, Northwoods LEAN will identify strategies to address health equity and chronic disease.
 - Objective 3: By December 31, 2016, Northwoods LEAN will implement at least one strategy to address health equity and chronic disease.
 - Promote transportation service (see right)
- Goal 2: Increase Northwoods LEAN's commitment to health equity
 - Objective 1: By December 31, 2016, Northwoods LEAN will build health equity into the coalition work plan.

More than 7,500 people reached!



NORTHWOODS LEAN IN ACTION

100 MILE CHALLENGE



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

- May 4
- Schools earn 100 miles or more for students biking/walking to school or participating in structured physical activity
- Outcomes:
 - 22% increase in 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

	October 8, 2014	May 6, 2015	October 7, 2015		May 4, 2016	
	# of students who biked & walked	# of students who biked & walked	# of students who biked	# of students who walked	# of students who biked	# of students who walked
James Williams Middle School	42	32	37	50	82	24
Central Intermediate School	12	36	26	24	19	35



NORTHWOODS LEAN IN ACTION

POLICY CHALLENGE



Partnered with Oneida and Vilas County schools to promote Sustainability Challenge

- October 5
- Schools eligible for funding based on criteria incorporated into wellness policy
- Outcomes:
 - Three schools submitted new or revised policies
 - Central
 - James Williams Middle School
 - Nativity Catholic School
 - Increased sustainability

Earn up to \$100 for your policy that demonstrates or discusses:

- Promotion of bi-annual Bike and Walk to School Days (May and October)
<http://www.walkbiketoschool.org/>

Earn up to \$250 for your policy that demonstrates or discusses:

- Students will receive recess before lunch (<http://www.nea.org/home/43158.htm>)
- Students will have active recess (<http://www.countyhealthrankings.org/policies/active-recess>)
- Physically active classrooms (<http://www.countyhealthrankings.org/policies/physically-active-classrooms>)
- Elementary students will receive 150 minutes of physical education and 225 minutes for middle and high school students (SHAPE recommendation-
<http://www.shapeamerica.org/standards/guidelines/peguidelines.cfm>)



NORTHWOODS LEAN IN ACTION

WINTER FARMERS' MARKET

Collaborated with the YMCA of the Northwoods to maintain Winter Farmers' Market

- Sustained Winter Farmers' Market for 2016-2017 season
- Subsidized vendor table cost with CHANGE grant funding



NORTHWOODS LEAN IN ACTION

WORKSITE WELLNESS

Awarded 9 local businesses worksite wellness mini grants

- Grantees included:
 - Crescent Elementary School
 - Demmer Library
 - Expera
 - Greater Lakes Inter-Tribal Council
 - Northland Pines
 - Superior Diesel
 - Trig's
 - Vilas County
 - YMCA of the Northwoods

GARDEN BASED NUTRITION INTERVENTIONS

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

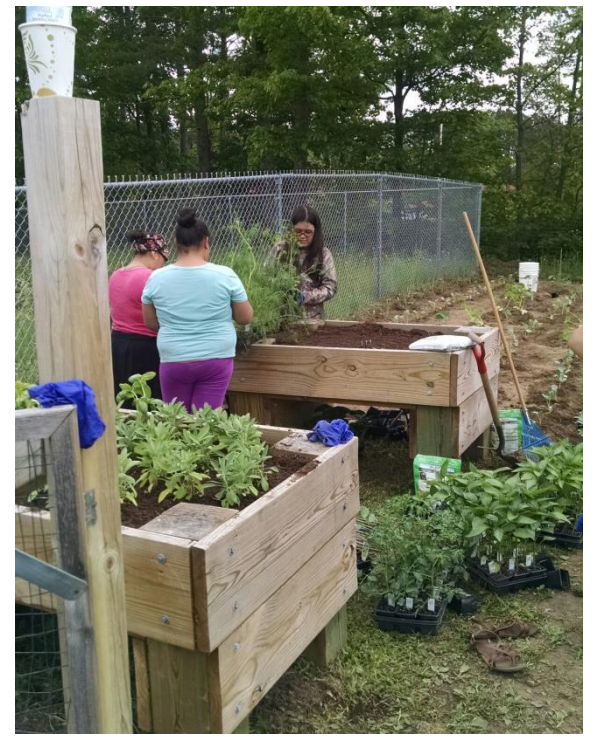
- Grantees included:
 - Arbor Vitae-Woodruff
 - Crescent Elementary School
 - North Lakeland
 - Northland Pines School District (Americorps)
 - Northwoods Children Museum
 - Old School Arts & Learning Center
 - Pelican Elementary
 - Rhinelander District Library
 - YMCA Children's Learning Center
 - YMCA Summer Day Camp
 - Lakeland Union High School

Lac du Flambeau

Minocqua Hazlehurst Lake Tomahawk

Since LEAN began their garden based nutrition interventions in 2015, **25 projects** have been funded.







COALITION SUCCESSES

- Increased student active transportation to school
- Encouraged sustainability of student physical activity through Bike and Walk to School Policy Challenge
- 8 out of 9 school districts in our service area have now received a GBNI grant

FUNDING

Currently being funded by \$400,000 Wisconsin Partnership Program three-year implementation grant

- April 2014 – March 2017

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>