

LEADERSHIP TEAM

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OVERVIEW

Partners: Aging and Disability Resource Center of Central Wisconsin, Marshfield Clinic, Mid-State Technical College, Riverview Hospital Association, Saint Joseph's Hospital, South Wood County YMCA, Wisconsin Rapids Public School District, Ocean Spray Cranberries Inc., Opportunity Development Center, Wisconsin Rapids Parks and Recreation, Wood County UW-Extension, Wood County Health Department, Wood County Head Start

The Healthy People Wood County Community Health Improvement Plan is a community initiative to address the health needs of Wood County residents. The plan was created by a group of expert community members who analyzed health data, quality of life indicators and the community's perception of health. From there, health priorities were identified and strategies and goals established to improve health outcomes in Wood County. Individuals and community agencies were then invited to join the Healthy People Wood County Obesity Prevention Team.

In 2010, the Healthy People Wood County Obesity Prevention team received a \$2.3 million Communities Putting Prevention to Work (CPPW) grant from the Centers for Disease Control and Prevention. The CPPW grant has since transformed into the Get Active Wood County initiative. Founded on a mission to make the healthy choice the easy choice for Wood County residents, Get Active has invested that \$2.3 million into Wood County schools, businesses, non-profit organizations and more through 15 objectives purposed to increase healthy eating and physical activity opportunities throughout the county.



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SUCCESSES

CHILD CARE CENTERS

Partners: ABC Child Care Centers, ABC Children's Enrichment Center, AJ's Angels, Bizzy Bee's, Bluegill, Bows & Britches, Bright Horizons, Building Blocks Learning Center, Child Care Centers of Marshfield, Chakh ha Chee Head Start, Christ Cares for Kids, Country Tots Child Development Center, Esther's Family Day Care, Happy Days, Honey Tree, Karen's Day Care, Little Stars, Lots of Tots Preschool, Our Lady Queen of Heaven, Precious Hearts Preschool, Rudolph's Little Dears, St. Lawrence Early Childhood Center, St. Paul's Little Lambs, South Wood County YMCA Child Development & Toddler Centers, Tender Loving Children's Center & Preschool, Wood County Head Start

Eighteen group child care centers attended three trainings to implement more physical activity and better nutrition practices in their classroom. This reached 1,300 children. The trainings focused on curriculums that increase physical activity and nutrition education. These curriculums include: Color Me Healthy, Sesame Street Healthy Habits for Life Toolkit, Animal Trackers and the SPARK curriculum.

Twenty-two child care sites and all four of the county's Head Start centers have implemented gardens at their sites. Get Active staff offered Got Dirt? and other trainings that taught about best garden practices and how to incorporate gardens into child care curriculum.

Childcare centers involved in the Get Active initiative received support and assistance to update nutrition and physical activity policies. Eight group-based child care centers and four Head Start locations have since updated nutrition and physical activity policies.

SCHOOL WELLNESS POLICIES

Partners: Auburndale Public School District, Marshfield Public School District, Nekoosa Public School District, Pittsville Public School District, Port Edwards Public School District, Wisconsin Rapids Public Schools

All six Wood County public school districts developed school wellness committees that are in the process of revising their school wellness policies to focus on Farm to School programs, healthier vending machine and a la carte options, gardens, greenhouses and increased physical activity.

SCHOOL/COMMUNITY GARDENS & GREENHOUSES

Partners: Auburndale Public School District, Marshfield Public School District, Nekoosa Public School District, Pittsville Public School District, Port Edwards Public School District, Wisconsin Rapids Public Schools, Boys and Girls Club of Wisconsin Rapids area, United Methodist Church (WI Rapids), Our Lady Queen of Heaven (WI Rapids), Vesper Community Academy, First Presbyterian Church (Marshfield), Good Shepherd Lutheran Church (Marshfield), St. Alban's Episcopal Church (Marshfield)

Get Active has helped create or restore 40 school and community garden sites and five school greenhouses.

"We've worked with people on the Get Active grant to identify products in our vending machines that are better. There are a lot of alternatives out there and I do see kids acting on that."

John Olig, Principal
Pittsville High School

"I think Farm to School is a good idea. A lot of our students don't eat fresh fruits and vegetables at home. They go home and eat fast food. This is a real meal for them. And they do like the fresh fruits and vegetables."

Pat Mertz, Head Cook
Wisconsin Rapids East Junior High School

"He has eaten his whole potato and then three more cut slices of potatoes. He is going to turn into a potato!"

Student, Taste-tester
Auburndale Elementary School



“ I will try them only because they were grown on a farm close by. ”

Student, Taste-tester
Auburndale Elementary School

“ He just ate all of our carrots off our plates. Can we get some more? ”

Student, Taste-tester
Marshfield School District
Madison Elementary School

“ Normally I don't like tomatoes but these are like awesomeness. ”

Student, Taste-tester
Nekoosa School District
Alexander Elementary School

“ I have three girls who are in Fit-tastic. They teach the children different activities they can do to stay healthy. It's nice that they can get introduced to that somewhere else than at home. With the obesity rates in the U.S, I'd like them to not be in that trend. ”

Holly Karpinski,
Parent, Fit-tastic students

FARM TO SCHOOL

Partners [schools]: Auburndale Public School District, Marshfield Public School District, Nekoosa Public School District, Pittsville Public School District, Port Edwards Public School District, Wisconsin Rapids Public Schools

Partners [producers]: Things That Grow in Neillsville, Dave's Apples in Hamburg, Kitowski Orchard in Custer, Superb Produce in Spencer, Guth Farm in Bancroft, Sunnygrove Farm in Plover, Parrfection Produce in Madison, Mariani in Wisconsin Rapids, Ocean Spray in Babcock, Vespertine Gardens in Vesper, Cutler Country Comfort in Milladore, Maple Grove Cheese, Inc. in Milladore and Kickapoo Valley Cheese in Milladore.

All six Wood County public school districts are participating in Wood County Farm to School.

The Harvest of the Month program featured cafeteria taste tests of locally grown melons, apples, tomatoes, carrots, potatoes, sweet potatoes, sweetened dried cranberries, spinach and cheese. All products were grown/produced within 100 miles of Wood County, many from within Wood County. Each month, between 4,000 and 10,000 students participate in the taste test.

The Wood County Health Department and the six Wood County public school districts combined to purchase 15,932 pounds of local produce and cheese for the monthly taste tests—a total of \$6,400 worth of local, healthy food.

Approximately 517 Wood County students partake in monthly Farm to School classroom lessons focused on nutrition, agricultural education and food system topics.

Over 7,000 monthly family newsletters were sent to families of Wood County elementary students from November – April featuring the current Harvest of the Month product.

Wood County Farm to School volunteers logged 66 hours helping with school taste tests, food processing and co-op planning.

A processing facility has been set up at a small restaurant and catering service in the center of Wood County for turning some of the local farm products into items schools can readily use.

School districts have continued to purchase from some of the local farmers to create healthy menus in their breakfast and lunch lines (melons, apples, tomatoes, peppers, cucumbers, potatoes, sweet potatoes, sweetened dried cranberries).

Seven Wood County schools send out a monthly Educator Harvest of the Month Newsletter for teachers to extend knowledge about the featured product in their classrooms.

Knife skills and low-sodium seasoning skills were taught at workshops in each district by Chef Monique Hooker, who is based out of Chicago.

Food service directors from all six Wood County public schools participate in quarterly meetings with Farm to School staff.

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AFTERSCHOOL PROGRAMS

Partners: North and South Wood County YMCAs, Boys & Girls Club of Wisconsin Rapids, Auburndale Public School District, Marshfield Public School District, Nekoosa Public School District, Pittsville Public School District, Port Edwards Public School District, Wisconsin Rapids Area Public Schools

The North Wood County and South Wood County YMCAs partnered with Get Active to provide an after-school program, Fit-tastic, to all six county school districts. The program reached 337 students during the Fall/Winter of 2011. Fit-tastic is a no-cost program that promotes nutrition education and structured physical activity to elementary school students for about 90 minutes a day, twice a week, and is proven to increase the fitness of elementary school students. At the completion of the Fall 2011 Fit-tastic program 100 percent of participants improved in at least one out of seven health indices. Health indices measured include blood pressure, BMI, flexibility, push-ups, sit-ups and long jump.

The North Wood County and South Wood County YMCA implemented policies to incorporate 30 minutes of structured physical activity and serve healthy snacks at their afterschool programs. The snacks served will follow the USDA Dietary Guidelines for Americans and Institute of Medicine's Nutrition Standards for Foods in School.

The Boys and Girls Club of Wisconsin Rapids eliminated all of their vending machines and created a large garden for children to grow fruits and vegetables. These locally grown fruits and vegetables will appear in recipes during the Boys and Girls Club cooking show put on by the children twice a month that airs on the River Cities Community Access Channel. The Boys and Girls Club of Wisconsin Rapids is in the process of reviewing a policy that incorporates all breakfast and lunch meals to be consistent with the federal government's current Dietary Guidelines for Americans, as well as providing nutritious snacks. The policy also incorporates requiring at least 60 minutes of daily structured physical activity.

SOCIAL PHYSICAL ACTIVITY NETWORKS

Partners: Staab Construction, Figi's, City of Marshfield, Corenso, Riverview Hospital Association, Opportunity Development Center, Ocean Spray, Norwood, Good Shepherd Lutheran Church, NewPage, ERCO Worldwide, City of Wisconsin Rapids, Water Works & Lighting, Wood County, Big Brothers Big Sisters, Thao Sisters of Wood County

Sixteen businesses, two community groups and one faith-based organization introduced physical activity programs with the GetActive2gether Toolkit. The toolkit assisted local organizations by introducing environmental and policy changes that support increased physical activity opportunities. Organizations have increased physical activity opportunities by purchasing fitness equipment for onsite use during or after the work day, set up partial reimbursement programs for fitness center memberships, encourage employees to participate in wellness challenges and promote physical activity at the worksite through wellness boards or communication pieces. Twelve of these organizations have implemented policies and four are in the process of drafting policies.

"We were asked if we would like to have our fourth-graders participate in the school gardens, and we thought it would be a great opportunity. The kids were so excited when we got them involved and researching about what vegetables they wanted to plant."

*Kathy Brunette,
Leah Hanke,
teachers*

Marshfield School District

"Nothing beats the taste of a locally grown tomato. I wait all year to come to the market to buy them. It's nice that I can use my FoodShare card this year."

*FoodShare
participant*

"Connecting FoodShare participants to the farmers market is a win, win, win; it means everyone can purchase fresh, nutritious foods, it grows our farmer's customer base, and the dollars spent stay right here in our local economy."

Layne Cozzolino
Farmers Market EBT Coordinator

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JOINT/SHARED USE

Partners: City of Marshfield, Shoppes at Woodridge, Shopko, Target, Fleet Farm, Wal-Mart (Marshfield), Pick n' Save (Marshfield), Good Shepherd Lutheran Church, Wal-Mart (Wisconsin Rapids), Lowell Center, City of Wisconsin Rapids Parks & Recreation, Wisconsin Rapids Mall, Nekoosa Community Center, Opportunity Development Center

Get Active has put in place 12 Shared Use Agreements for physical activity and two Shared Use Agreements for kitchen space use. Drafting of policy language for these agreements is ongoing.

EBT MACHINES AT FARMERS MARKETS

Partners: Main Street Marshfield Farmers Market, Wood County Farmers Market (WI Rapids), Pittsville Farmers Market

Seventy-five percent of farmers markets in Wood County now accept FoodShare. The program bridged a gap between FoodShare participants and local farmers, helping reconnect participants to fresh, locally produced food and farmers to federal dollars. Over \$4,000 FoodShare dollars were spent at the Wood County Farmers Market at Rapids Mall during the 2011 season. A Double Value program in October brought a 61 percent increase in participation and 71 percent more dollars to local market vendors. The programs will continue in 2012.

HEALTHY FOODS TO WORKSITES

Alliance Collection, Wisconsin Rapids Chamber of Commerce, City of Marshfield, City of Wisconsin Rapids, Corenso, ERCO, Felker Bros., Figi's, Mid-State Technical College, NewPage (Wisconsin Rapids Mill, Biron Mill, R&D, Riverblock), Norwood, Ocean Spray, ODC (Wisconsin Rapids and Marshfield), Riverview Hospital Association, Staab Construction,

Nineteen Wood County worksites (representing 3,935 employees) have agreed to write food environment policies relating to healthy vending, community supported agriculture and/or healthy catering.

Of the 19 businesses, seven have food policies or pledges in place and seven have written policy drafts that need internal approval.

At least seven of the businesses will be involved with community supported agriculture this growing season.

Five vendors have worked cooperatively with worksites to label vending items using the Go-Slow-Whoa, NEMS-V labeling system.

Eight worksites have had or are scheduled to have opportunities for employees to taste-test healthier vending or catering items to increase acceptance.

A Healthy Foods 2 Worksites toolkit was developed and is made available to businesses. The toolkit contains sample policies and educational materials. Three healthy food posters and three healthy food handouts were developed for worksites to use in educating employees.

"When the HealthyFoods 2Worksites program came along, it was a nice opportunity to put the focus on healthy foods and getting the employees, patients and residents some other options besides the junk food and the soda pop. We don't expect employees to give up everything, but we would like to see them eating a little healthier. That can also translate into better decision-making for the patients and residents, when employees bring them to the machine for a snack."

Larry Shear,
Administrative Asst.
Norwood Health Center

"I would recommend Smart Meals to other restaurants. If I didn't believe in it, I wouldn't have it! It gives customers healthier options, and they like having those options."

Don Thompson, Owner
Red Mill Supper Club





“We were very excited that we could give a local business such as ODC our CSA business, and keep our food dollars local. We chose to purchase a CSA share with our Get Active grant money to raffle off to our employees to raise awareness of what healthy food choices are available locally, and to give them ideas on how to prepare them for their families.”

Lara Baehr
City of Marshfield Employee

“The CSA made the drop site very convenient for both the county employer and employees. We ate more vegetables last summer and fall because we had a variety of fresh vegetables each week. We also encouraged each other with new recipes and sharing extra vegetables with friends. CSAs — convenient and healthy!”

Peter Manley
UW-Extension Employee

HEALTHY FOODS TO HEALTHCARE

Riverview Hospital, Ministry Health Care

Two of three major Wood County healthcare providers began the extensive process of critically evaluating all areas of their daily operations that involve food procurement, preparation and disposal. They are currently in the first draft stage of establishing comprehensive healthy and environmentally friendly food policies.

RESTAURANTS

Partners: Belvedere Supper Club, Blue Heron Brew Pub, Homestead Supper Club, Jamaican Kitchen, Lammar's BBQ, Hidden Creek Kitchens (Opportunity Development Centers), Red Mill Supper Club, Shaw Lee, West 14th Restaurant, Cravings Co.

Wood County implemented the Smart Meal menu labeling program in about 10 percent of county restaurants. The Smart Meal program highlights healthier options by clearly labeling menu items that have 700 calories or less, less than 23 grams of total fat, less than 8 grams of saturated fat, less than 0.5 grams of trans fat and less than 1500 mg of sodium, along with two or more servings of beans, whole grains, fruits, vegetables or a low-fat dairy.

CSA DROP-SITES

Partners: Riverview Hospital, Wood County Health Department, Department of Transportation, Opportunity Development Centers (ODC), Mid-State Technical College

Five Wood County organizations volunteered as drop-sites for community supported agriculture (CSA) programs. Employees from these worksites were encouraged to take part in one of the area's many CSAs, and some employers even purchased CSAs to raffle to employees as a new employee wellness initiative.

COMMUNICATIONS CAMPAIGN

Partners: Marshfield News-Herald, Wisconsin Rapids Tribune, Midwest Communications (WIFC-FM), WYTE-FM, WDLB-AM (Marshfield), WFHR-AM (Wisconsin Rapids), Lammar Outdoor Advertising, The Voice, Wood County public school districts

Since March of 2010, the Get Active brand and its many initiatives have been promoted through six original print advertisements for newspaper and other print publication use, two different radio advertisements, one television commercial, 156 earned media newspaper and magazine articles, 60 school newsletter articles, 101 community presentations and community event appearances, a Facebook page, Twitter handle and the Get Active Wood County web site.

