

Healthiest Wisconsin 2010:

An Implementation Plan to Improve the Health of the Public

Overview and Framework

The Implementation Plan contains 16 chapters, one chapter for each of the 11 health priorities and the 5 infrastructure (system) priorities. For any given chapter there may range from one to five objectives. The 10-year long-term outcome objectives were selected by the diverse partnership teams. The Implementation Plan identifies actions that address education, social support, laws, policies, incentives, and behavioral change. The logic models and templates go hand in hand; the logic model provides a detailed outline and the template provides complete descriptions of all the components for the long-term objectives.

Logic Models

A logic model was developed for each priority – the model not only provides a planning framework, but also a detailed outline of the outcomes expected to occur over the 10-year time period. This includes the short-term, medium-term, and long-term goals to achieve each 10-year long-term outcome objective. The model provides a brief overview of inputs (necessary investments that include staff, volunteers, time, money, technology, and equipment), and outputs ("the who" and "the what" which include, but are not limited to partners, workshops, products, training and education).

The objectives are incremental. The short-term objectives address learning how to change awareness, knowledge, attitudes, skills, opinions, aspirations, and motivations. The medium-term objectives build on the short-term objectives and address behaviors, practices, decisions, policies, and social actions. Finally, the long-term objectives build on the groundwork laid by the short-term and medium-term objectives and address social, economic, civic, and environmental conditions.

Templates

The template design was created by the Wisconsin Turning Point Initiative partners. These templates provide detail to achieve the 10-year long-term outcome objective. There are 14 elements of the template, and they are:

1. 10-year long-term outcome objective
2. State, national, and federal baseline data
3. Links to the federal health plan US Department of Health and Human Services
4. Definitions
5. Rationale
6. Outcome objectives:
 - Short-term
 - Medium-term
 - Long-term
7. Inputs
8. Outputs
9. Evaluation and measurement
10. Crosswalks to other health and infrastructure (system) priorities
11. Significant linkages to Wisconsin's 12 essential public health services
12. Connections to the three overarching goals of the state health plan
13. Key interventions and/or strategies planned
14. References