

Community Health in the Fox Valley

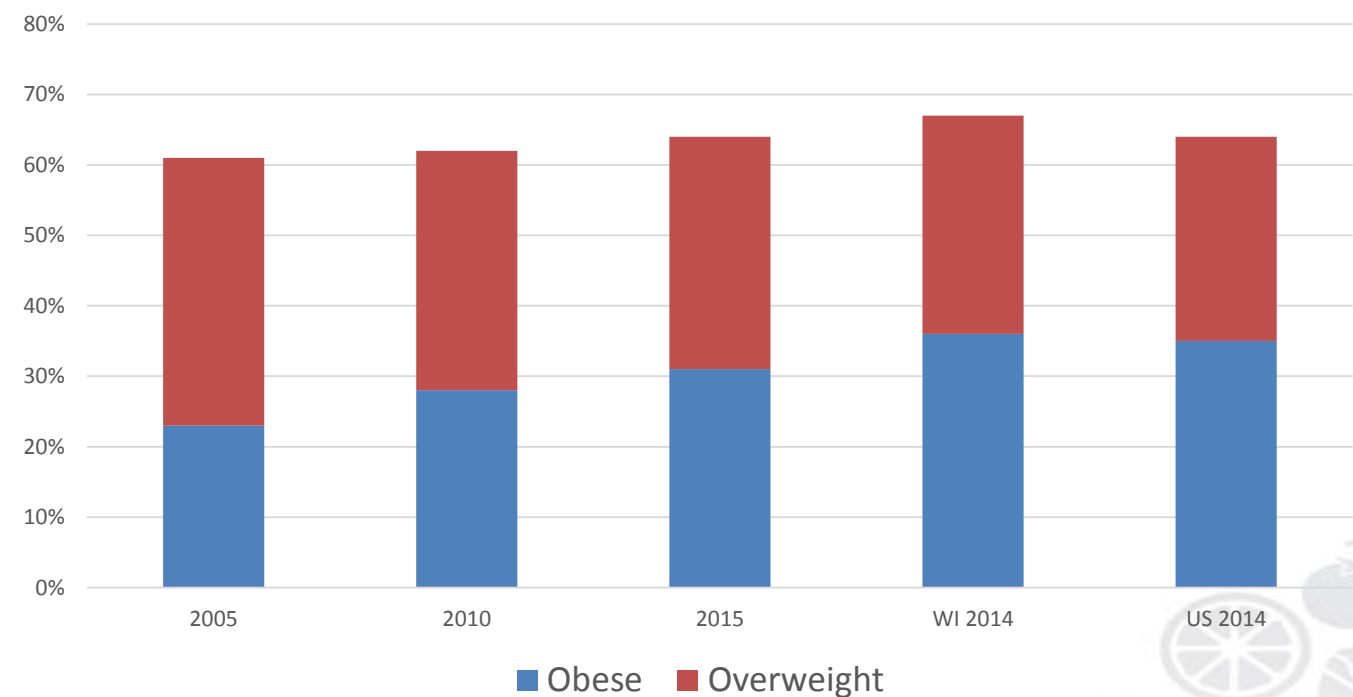
September 8, 2017



*A community that together achieves
and maintains a healthy weight at
every age.*

Data: Fox Valley

Percent of Adults that are
Overweight or Obese, Fox Valley



-Behavioral Risk Factor Survey, 2015



Collective Impact Model

General CI Principles	Weight of the Fox Valley Application
Common Agenda	A healthy weight at every age
Shared Measurement	BMI shared data, Action Team scorecard
Mutually Reinforcing Activities	Action Teams
Continuous Communication	Newsletters, Social Media, Monthly & Quarterly Meetings
Strong Backbone	United Ways of the Fox Cities and Oshkosh

WOTFV Guiding Principles

Evidence-informed

Partner Champions

Sustainable

Realistic

Health Equity Focus

Applicable

Broad Reach

Scalable

*Policy, Systems,
Environment Focus*

Safe

WOTFV Governance

LEADERSHIP TEAM

- 8 representatives per county from various sectors
- Develop and approve strategic plan
- Ensure sustainability
- Be accountable for results

CORE TEAM

- 8 Leadership Team members
- Day-to-day operations / decision-making

ACTION TEAMS

- Regional, Evidence-based Initiatives
- Grassroots Initiatives

STAFF

- Program Manager
- Program Assistant, Part-Time
- AmeriCorps Service Member
- AmeriCorps Planning Grant Project Manager



How Do We Work?

Wisconsin Nutrition, Physical Activity and Obesity Plan

**Early Care &
Education**



School



**Active
Communities**



Healthcare



Worksite



Food System



Focus Areas = WOTFV Action Teams



Active Communities

- Complete Streets
- Wayfinding



Early Care & Education

- Target: Birth to 5
- Greater access to fresh fruits and vegetables
- Breastfeeding-friendly Environments



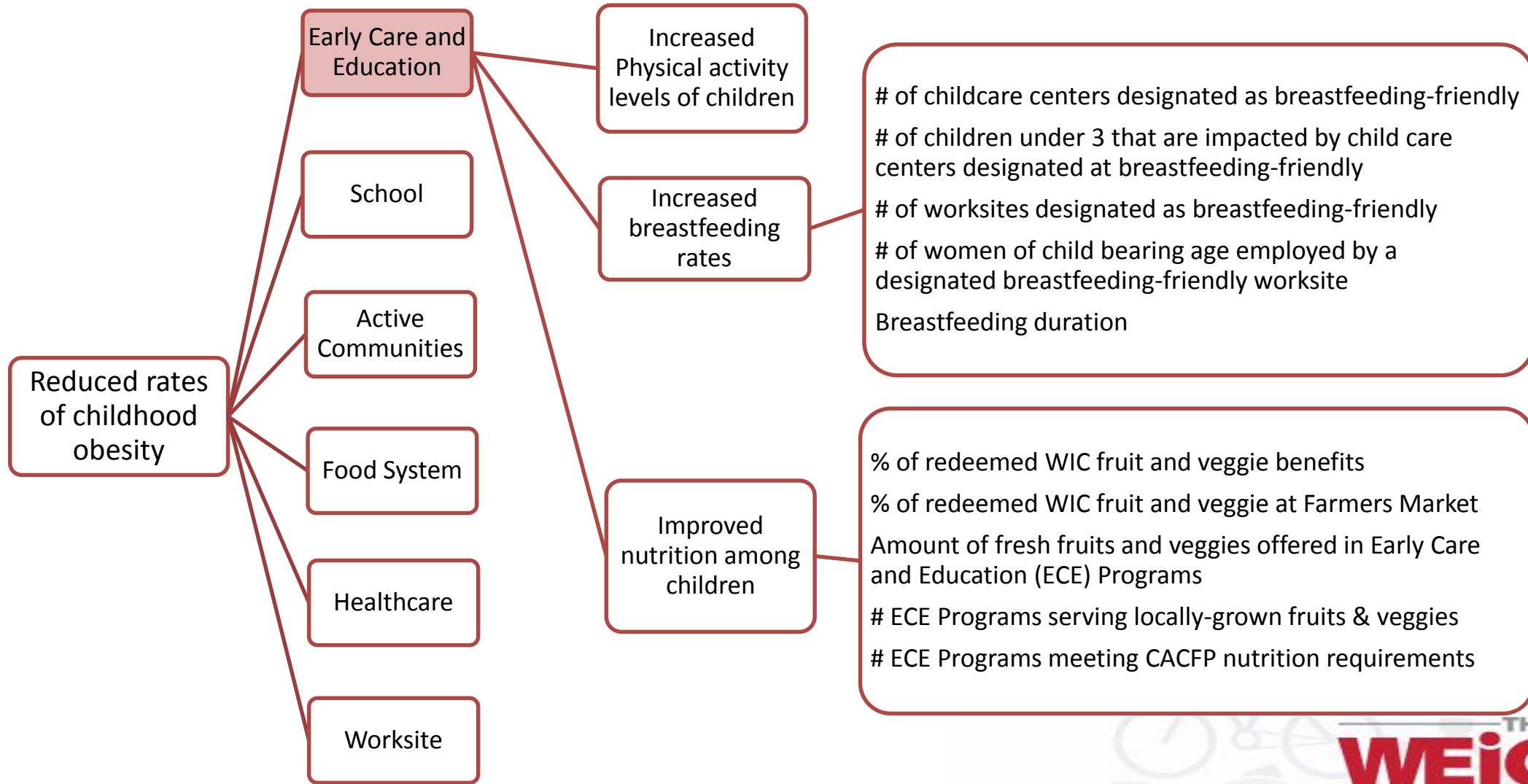
Worksite

- Includes organizations of all sizes, with and without existing worksite wellness programming
- Collaborating with Wellness Council, Well Cities Fox Cities, Well City Oshkosh
- Community Worksite Wellness Challenge: Maintain Don't Gain



Food System

- Healthy Kids' Meal Opportunity in Restaurants
- Eat Well for Less Social Media Campaign
- Family Dinner Night
- Statewide Partnerships



WOTFV Scorecard Coming January, 2018

Sample Indicators:



Active
Communities

- # Complete Streets policies passed
- # miles defined as Complete Streets in the tri-county
- # people biking and walking in targeted areas
- # miles marked with new signage



Early Care &
Education

- # Breastfeeding-Friendly Childcare Facilities and Worksites
- Amount of fresh and local F&V offered in ECE programs
- % Redeemed WIC F&V Benefits in Stores and at Farmer's Markets



Worksite

- # organizations with worksite wellness programs
- # employees with access to worksite wellness
- # organizations with Well Workplace awards



Food
System

- # restaurants offering fruits and/or vegetables as default side on kids' meals
- # restaurants offering water or milk as default beverage on kids' meals



School

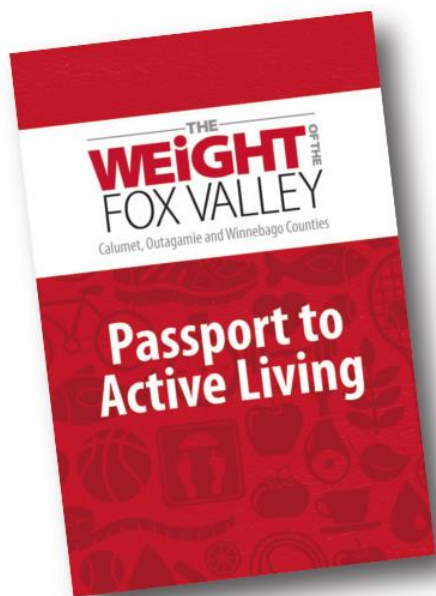


Healthcare

WOTFV Partners

Absolute Wellness	Child Care Resource and Referral	Future Neenah	Miller Electric	The Fitness Connection
Action Painting Services	Childrens Hospital of WI	FVTC	Ministry Health	Thedacare
Agropur	Chilton Area School District	Galloway Company	Mosaic Family Health	Thrivent
Air Wisconsin	City of Appleton	Gannett	My Team Triumph	Tidi Products
Appleton Area School District	City of Menasha	Goodwill Industries	Neenah Area School District	United Way Fox Cities
Appleton Downtown	City of Neenah	Grow Local	Network Health	University of WI- Oshkosh
Appvion	Clifton CPA	Hortonville Area School District	New North B2B	US Venture
ARCW	Community Foundation of Fox Valley	Hergerts Sports	Oshkosh Area Community Pantry	Weight Loss Clinics
Ascension	Cooperative Extension-UW Extension	Higgins Chiropractic	Oneida Nation	Wellness Council of WI
Aurora	Covey	Hoffmaster	Oshkosh Area Community Foundation	WI Bike Federation
Babes, Inc.	Davis Child Care	Holy Family Memorial	Oshkosh Area School District	Winnebago County
Bassett Mechanical	East Central WI Regional Planning Commission	Hunger Task Force	Oshkosh Corp	Wisconsin Auction Services
Bay Land	East Central Wisconsin Regional Planning Commission	Healthy Wisconsin Leadership Institute	Oshkosh United Way	YMCA
Boldt	Evergreen Oshkosh	Jacobs Meat Market	Outagamie County	Youth Go
Boys and Girls Club	Evolve Healing	JJ Keller	Outback Steakhouse	
Bridges Child Enrichment Center	Expera Specialty	Kewaskum Schools	Printpro, Inc	
Building for Kids	Faith Technologies	Kimberly Area School District	Radisson Paper Valley	
CAHL	Family Services	Kimberly Clark Corporation	Riverview Gardens	
Calument County	Feeding America	Lawrence University	Sheboygan Area School District	
Casa Hispana	Feeding WI	LIVE54218	Soar Fox Cities	
Castle Pierce	Festival Foods	Manitowoc County	St. Joes Food Program	
	Fox Valley Early Childhood	McClone	St. Mary Hilbert	
	Fox Valley Technical College	Menasha Corp	St. Mary's Catholic Schools	
	Freshii	Menasha Joint School District		

WOTFV Community Connections



Join the Passport to Active Living challenge for a fun, free way to get moving and stay healthy!

- 1** Access the passport online at www.WeightoftheFoxValley.org
- 2** Set a goal and build to the recommended level of exercise.
- 3** Track and record your daily exercise.
- 4** Complete a short survey to enter the prize drawing!



wotfv.org



**I took the
pledge!**

THE
WEIGHT
OF THE
FOX VALLEY
Calumet, Outagamie and Winnebago Counties

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WOTFV Community Connections

- Facebook: 1,946 Likes
- Monthly Newsletter Distribution: 1,998
- Quarterly Breakfast Meetings: Average 120 attendees
- Since April 1, 2017
 - Over 1200 people on WOTFV Action Team Rosters
 - 435 Volunteer Hours Logged
 - Community Events:
 - 1,626 Adults Reached
 - 1,760 Youth Reached
 - 3,386 Total # Individuals Reached



Social Media Campaign



Food
System

A photograph of a plate of food featuring a Southwest Grilled Chicken Salad with corn, tomatoes, and olives, a side of sliced peaches, and a glass of green smoothie.

Eat Well for Less
Healthy meals for four,
\$3 or less per person.

#EatWell4Less
**Southwest Grilled
Chicken Salad**
Corn and Peaches
on sale!

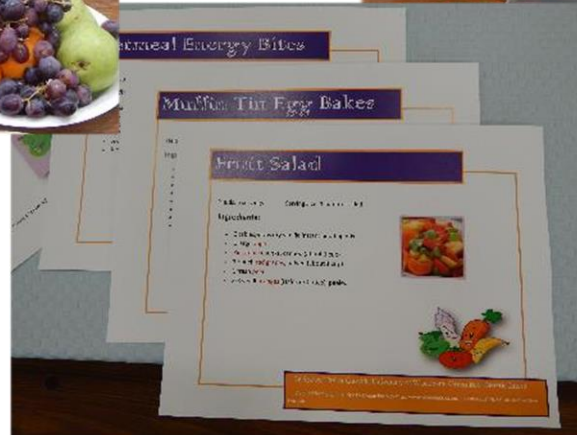
festival
foods®



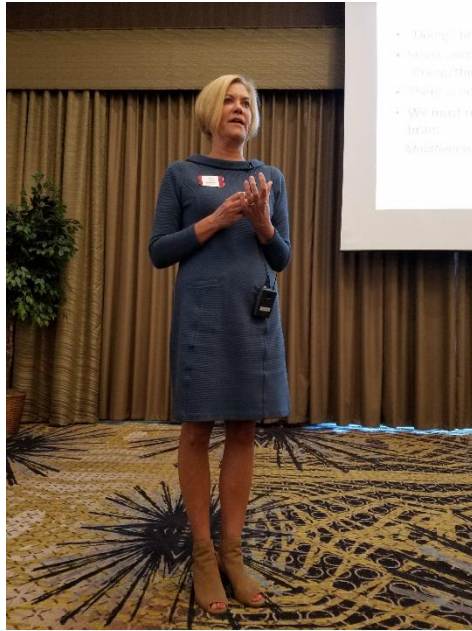
Family Dinner Night



Food
System



Community Breakfasts: Wake up with WOTFV



Research Study

- 46 community members volunteered for focus groups
- A few key themes
 - “Obesogenic” culture of food and eating
 - Cost, availability of healthy foods in stores and restaurants
 - Time / convenience
 - Cost to exercise
 - Social relationships and environmental temptations
- Recommendations for Community Change:
 - Increased availability of affordable, family-friendly fitness opportunities
 - Easy access to information about opportunities to exercise and eat healthy



Earn a
\$35
Gift Card

**PARTICIPATE IN A
HEALTH AND WELLNESS STUDY**

You may qualify to participate in our research study if you:

- Are 18 years or older (any gender)
- Live in Winnebago, Outagamie or Calumet Counties
- Have a BMI over 28 (or considered overweight)
- Will meet one time for less than 90 minutes
- Are open to discussing exercise, weight and food

By participating in this study, you can help local health agencies better understand the health and wellness needs of Fox Valley residents. Visit www.weightofthefoxvalley.org to complete a survey to qualify.

LIVE UNITED
United Way

THE WEiGHT OF THE FOX VALLEY

LAWRENCE UNIVERSITY
WINNEBAGO, WISCONSIN

THE WEiGHT OF THE FOX VALLEY
Calumet, Outagamie and Winnebago Counties

Sharing Expertise

Considerations:

- Learn From Data
- Learn From Each Other
- Connect with the Community
- Find Balance





Thank You!

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