

Living Well FDL Coalition

2013 Year End Report

Mission:

Coordinating community efforts to improve the physical health and well-being of all people in FDL through healthy eating and active living

Goal:

Increase the number of people in FDL County who are at a healthy weight for their height.

Objectives (Long term):

Decrease the number of Fond du Lac County adults by 2% who have a BMI equal to or greater than 30 as reported in the 2012 County Health Rankings.

Decrease of 10% of Fond du Lac youth in 8th, 10th, and 11th grade who are classified as overweight or obese as compared to the baseline data of 25% reported in 2011.

Objectives (Short term):

There will be a 50% increase in the number of food outlets that provide information on the nutritional value of the food.

Strategy 1: Increase fruit and vegetable consumption.

Strategy 2: Increase physical activity.

Strategy 3: Decrease screen time.

Strategy 4: Increase number of mothers exclusively breast feeding to 1 year of age.

Strategy 5: Improve capacity and sustainability of the coordination of obesity prevention strategies that produce process outcomes.

Goals were created by Healthy Fond du Lac 2020 Steering committee. Strategies developed by Living Well FDL coalition with guidance from the 2013 Wisconsin Nutrition, Physical Activity, and Obesity State Plan and the Center for Disease Control.



Thank you to all our Living Well FDL Coalition Members and Supporters!

Amanda Miller – UW Extension

Dr. Amy Emmer-Sheldon - Aurora HealthCare

Christine Bader – Aurora HealthCare

Dr. Oliver Clements – Agnesian HealthCare

Colleen Deanovich - WIC Fond du Lac County

Derek Toshner – TNT Fitness

Dr. Heather Schmidt – Agnesian HealthCare
*Coalition Chair

Greg Giles – Fond du Lac Family YMCA

Jayne Tetterborn – Agnesian HealthCare

Jean Holzman – Fond du Lac County Senior
Center

Jean Rusch – Agnesian HealthCare

J.J. Raflik – Fond du Lac Family YMCA

Jeff Butz – Fond du Lac Area Businesses on
Health (FABOH)

Jennifer Walters – Aurora HealthCare

Joel Mason - Sport and Spine Clinic, Agnesian
HealthCare

Karissa Schneider - Boys & Girls Club of Fond du
Lac

Kathleen Bradley - Aramark Food Service

Kim Mueller – Fond Du Lac County Health
Department

Kya Schnettler – Living Well FDL Coalition
Coordinator, Fond du Lac Family YMCA

Marian Sheridan – Fond Du Lac School District

Marty Ryan

Melanie Kautzer – Advocap

Patti Shippee - Agnesian Healthcare – Fond Du
Lac School District

Sadie Parafiniuk – Downtown Fond du Lac
Partnership

Sam Tobias – Fond Du Lac County Planning

Sandy Roehrig – Fond Du Lac Area Foundation

Stephanie Schultz - Festival Foods

Sharon Simon – Fond Du Lac School District

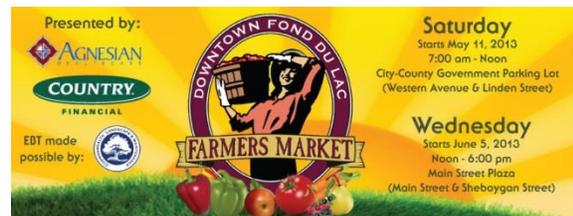
Tina Potter – Fond du Lac United Way

Fruit and Vegetable Promotion

Farmers Market expansion through EBT

The coalition in partnership with the Fond du Lac Downtown Partnership worked together to bring an electronic balance transfer system to the Wednesday and Saturday Fond du Lac Farmers Market. This allowed shoppers for the first time to be able to use a debit card, credit card, or FoodShare card to purchase local goods at the farmers market. The implementation of the program and additional staff required for the program were made possible through financial donations from Agnesian HealthCare and Commonwealth Landscape and Maintenance.

The coalition is pleased to see high levels of spending in the initial year. Throughout the 2013 farmers market season, \$1805 was spent through credit card and debit cards. \$3230 was spent through FoodShare.



In 2011 in Fond du Lac County, 13% of the population used Foodshare benefits and 24.5% of children used Foodshare benefits. (www.foodsecurity.wisc.edu) Across the US, only 1% of SNAP benefits are redeemed at farmers markets. The USDA states that for every \$5 spent at a local farmers market, \$9.20 goes right back into the local community.

The coalition had a booth at two Saturday markets and distributed physical activity maps, recipe cards, and Healthy Fond du Lac 2020 brochures. Kids were encouraged to decorate the sidewalk in chalk with their favorite fruit or vegetable. Aramark provided free bananas to hand out to promote fruit and vegetable consumption.

Development and Promotion of safe foot and bike options

Fond du Lac Loop

The Fond du Lac Loop was initially presented as an idea from a community volunteer at the August coalition meeting. After much discussion and enthusiasm from coalition members, a commitment of support was expressed from the coalition. Many coalition members sit on the Fond du Lac Loop coalition and are working to create the 15 mile bicycle and pedestrian pathway. This will facilitate a safe, healthy enjoyable way for our community to increase their physical activity and explore Fond du Lac.

The coalition's build environment subcommittee is working on a kickoff event for the Loop to take place in May of 2014.

Physical Activity Map Distribution

Physical activity maps, created by the coalition, were distributed throughout 2013. In May, maps were sent home to all messengers in the Fond du Lac public school district. Messengers are the youngest child in the family who receives all school wide communication for the family. Over 5000 maps along with a survey to examine how families would utilize the maps were sent home. Over 500 surveys demonstrating the majority of families found the map helpful to plan their child's route to school for Bike to School week and will use it in the future to visit a local park. The Simmons family (pictured to the right with Kya Schnettler and Kim Mueller, Fond du Lac Public Health Department) received a \$250 gift certificated to Blue Harbor Waterpark as the grand prize winner for returning their survey thanks to the Fond du Lac School district health and wellness department. Maps were also distributed at the Fond du Lac Public Library, Fond du Lac Family YMCA, City of Fond du Lac Wellness Fair, Fond du Lac Rec Department, Fond du Lac Convention and Visitors Bureau, Agnesian HealthCare and more.



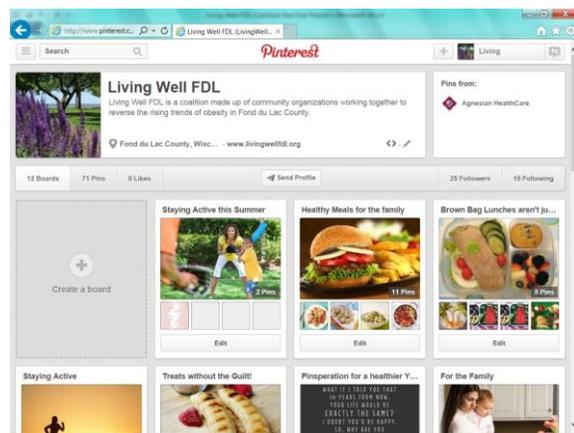
Website Development

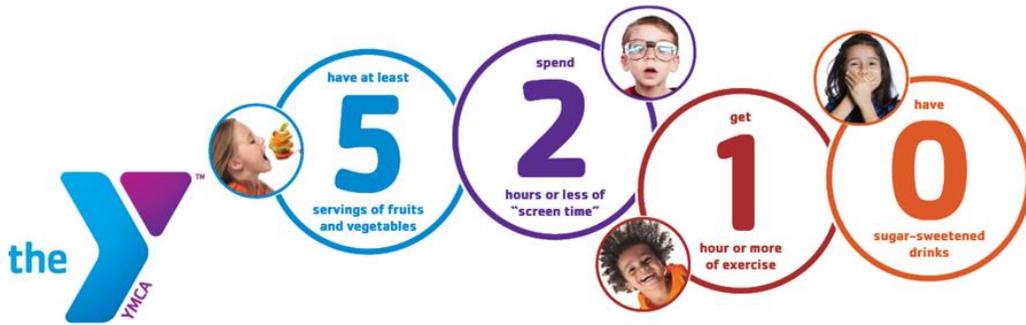
Throughout the past year, the Living Well FDL coalition has been working with Brown Boots Interactive and Agnesian HealthCare to develop part of the Healthy Fond du Lac County 2020 website. Monthly blog posts relating to obesity awareness and prevention are posted by coalition members each month. Social media presence of the coalition increased through the development of a pinterest page to share healthy recipes and lifestyle ideas.

www.livingwellfdl.org



<http://www.pinterest.com/LivingWellFDL/>

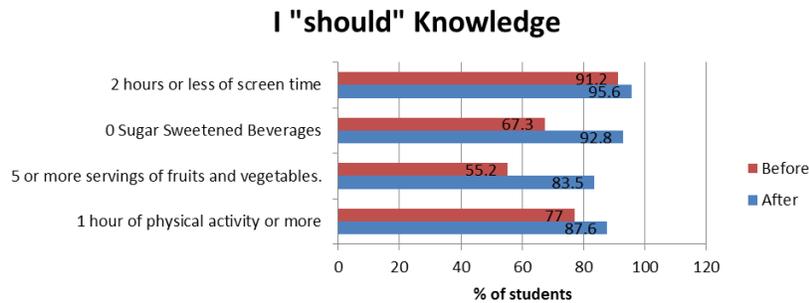




Y5210 in the classroom

The coalition aimed to grow the Y5210 program from 15 classrooms in 2012-2013 school year to 20 classrooms in 2013-2014 school year across Fond du Lac county. The program grew to 26 classrooms across various districts including Fond du Lac School District, North Fond du Lac School District, St. Mary's Springs, St John's Lutheran School in Fox Lake, Central Wisconsin Christian School, and Waupun Area School District. Over 800 3rd graders learned how to incorporate Y5210 into their daily life over the past year.

The Y5210 program builds on itself by first teaching the knowledge principals and later working on behavior change. The two key areas of improvement of behavior change during the 2012-2013 school year was an increase of 11 percentage points in children eating 5 or more fruits and vegetables a day and an improvement of 12 percentage points in the number of children being physically active for 1 hour or more per day.



The Y5210 program is unique in its approach to incorporate the whole family into the program. Each week students took home a "take-home" assignment to get parents and families involved in the healthy lifestyle as well.

Y5210 in the Community

Many of these classrooms took an opportunity to visit the YMCA on their free field trip as well as have the Y5210 Mobile Unit visit their school. The mobile unit made over 40 visits to schools and community events throughout the 2013 summer.

The coalition presented "Y5210 for All Ages" at the Fond du Lac Senior Center October 23rd as part of the senior mentor program. This highlighted issues that seniors may struggle with when trying to get or stay healthy like limited mobility and preparing meals for one.

