

Living Well FDL Coalition

2014 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!

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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

Strategy 1: Fruit and Vegetable Promotion

Farmer's Market Promotion and Double Days

In partnership with the Fond du Lac Downtown Partnership, the coalition worked to secure \$500 from the Fond du Lac Area United Way for the Double Days program. 47 transactions were matched through the program in order to increase the buying power of Food Share participants for local fruits and vegetables. Participants were matched up to \$10 on the first Saturday of June, July, and August. In addition, the coalition is pleased to see high levels of spending in the second year of the market accepting EBT. Throughout the 2014 farmer's market season \$4303 was spent through FoodShare, an increase of 33% from spending in 2013.



During 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 hosted a booth at a Saturday market and distributed physical activity maps, recipe cards, FondY5210 information, and Healthy Fond du Lac 2020 brochures. The Y5210 smoothie bike was available for people to stop and make free smoothies creating time to engage community members in conversations about the coalition and healthy lifestyles.

6 farmer's market tours were hosted by the coalition partners including the Senior Center, WIC and HeadStart throughout summer 2014. Over 20 families received tours, education, and \$5 coupons to the market.



13 families enrolled reaching 49 people ages 2-65 over summer 2014 in a physician referral prescription program for fruits and vegetables. Families were referred to the program if one or more people in their family had a chronic disease related to

obesity. 6 physicians from Aurora and Agnesian referred families. Families underwent 16 weeks of group health coaching, received a free produce box from Festival Foods each week, and received free access to both the Fond du Lac Family YMCA and Fond du Lac Children's Museum for the duration of the program. The program was a great success!

- 59.3% of patients who entered the program as overweight or obese lost weight, BMI points, and waist inches.
- 175.4 pounds lost across 16 of the 27 people who entered the program as overweight or obese.



- 30 BMI points were lost across 16 of the 27 people who entered the program as overweight or obese.
- 47.5 inches were lost across 16 of the 27 people who entered the program as overweight or obese.



Cooking Demonstration



Smoothie Making



Snacks at end of summer party

Strategy 2: Increase Physical Activity

Fond du Lac Loop Kickoff

The coalition has been supporting the creation and implementation of the Loop in order to support the development of safe foot and bike options. In May 2014, the

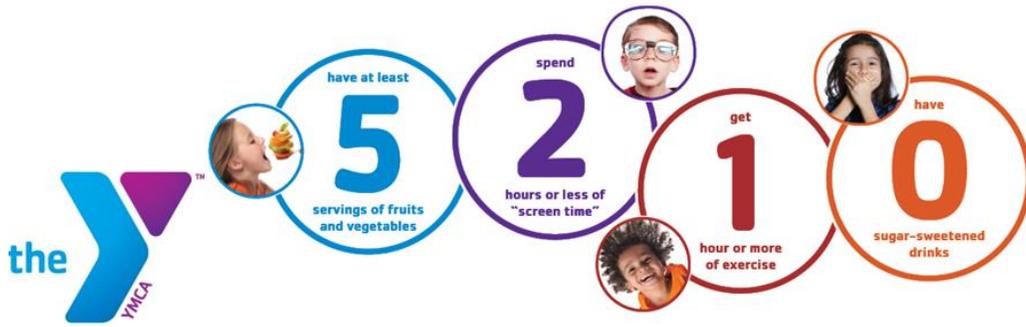


coalition assisted in implementation of the FDL Loop kickoff by hosting a community block party in conjunction with the YMCA's Healthy Kids Day and the Safety Council's bike rodeo. The event included the Loop ribbon cutting and a hosted Loop ride for community members to ride the Loop for the first time. Loop stickers and maps were distributed to over 200 attendees.



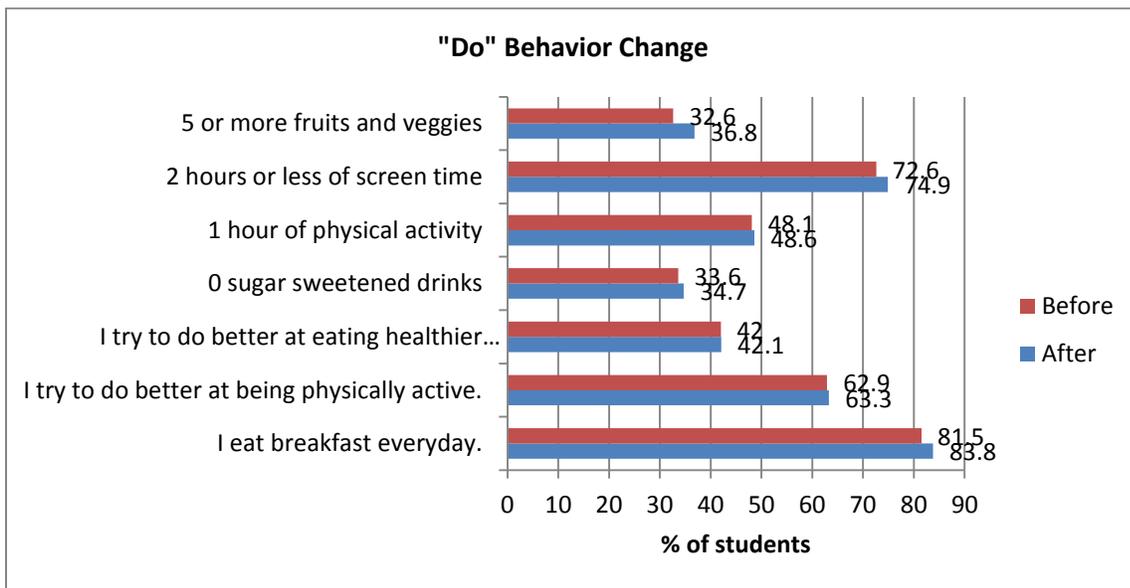
Fitness and Fun Event

The coalition brought together HeadStart, UW Extension and the YMCA for the first time to reach 5 families, approximately 15 people to promote physical activity in the under 3 age group. The YMCA hosted the event with the blow-up inflatable obstacle course set up to keep children occupied while a HeadStart coordinator was able to teach parents the We CAN! Healthy Lifestyle curriculum. Families received day passes to the YMCA and were informed about scholarship opportunities to make the Y accessible and encourage physical activity especially during winter months.



In the classroom

The coalition continues to grow the Y5210 program. In 2013-2014 school-year, over 800 students in 20 3rd grade classrooms, STEM academy, and Sabish Middle School. The Y5210 program builds on itself by first teaching the knowledge principals and later working on behavior change. A key area of improvement of behavior change during the 2013-2014 school-year was a 12.8% increase in the number of 3rd graders eating 5 fruits and vegetables a 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.

In the Community

Many of these classrooms took an opportunity to visit the YMCA on a free field trip as well as have the Y5210 Mobile Unit visit their school. The mobile unit over 20 community visits during summer 2014 through YMCA staff promoting the Y5210 message to the community.



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

Breastfeeding Friendly Child Care Training

The coalition received \$635 from the Fond du Lac Area Foundation in order to implement Wood County's Breastfeeding Friendly Child Care training. The coalition's goal is to have 10 childcare centers trained in Fond du Lac County by December 2015. 3 childcares trained by end of 2014 – Fond du Lac Family YMCA Childcare, Bright Beginnings Child Care, Ripon Children's Learning Center.



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

FondY5210

FondY5210 was developed in 2014 and based on the recommendation from the Community Preventive Services Task Force to use health communication campaigns that include mass media to influence health related behaviors of target populations. FondY5210 is grounded in the concepts of Y5210 and builds brand recognition across Living Well FDL coalition programs. The concept also functions as the brand and logo of the coalition.



Social Media Outreach

Living Well FDL reached over 775 people with a new Facebook page, averaged 488 monthly views on Pinterest and attained 335 page views on the Healthy Fond du Lac 2020 website as a way to promote healthy eating and active living.

Candidate Forum – October 2014

60 community members attended the candidate forum hosted by Living Well FDL coalition, 5 Counties for Tobacco Free Living and Drug Free Communities held at the Fond du Lac Public Library. The forum's goal was to influence key leaders to increase advocacy and support for healthy environments. The Living Well FDL coordinator presented on the topic of obesity and the 5 candidates running for state senate had an opportunity to answer obesity related questions.

