



Oshkosh/Winnebago County

Community Health Improvement Plan

April 2010

Community Health Improvement Plan Oshkosh and Winnebago County

April 2010

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CHIP Introduction

In 2009, the Winnebago County Health Department and the City of Oshkosh Health Services Division began the development of a community health improvement plan. A community health improvement plan (CHIP) is a plan designed to set goals and strategies to improve the health of the community's residents. The community for this plan is defined as the 16 rural towns of Winnebago County, the City of Omro, the Village of Winneconne, and the City of Oshkosh. The Oshkosh/Winnebago County Area CHIP is designed to be implemented over 5 years, and will be re-evaluated every 5 years thereafter.

The mission of the Oshkosh/Winnebago County area CHIP is to bring together partners to work toward a healthier community, and to use the CHIP process to identify health disparities and to create action plans to address them. The following pages describe the process, the identified priorities, and the goals and strategies for implementation by the work groups.

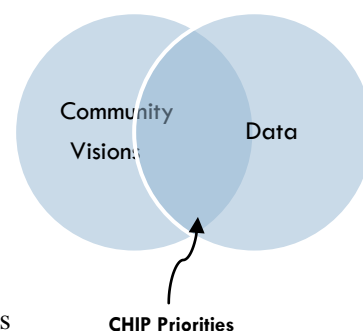
CHIP Process

A Community Health Improvement Plan (CHIP) planning process identifies, prioritizes, and develops a plan to address identified health needs in a community. A Community Team is assembled to share available data, collect and discuss areas of need, determine priorities, and develop a plan to help the community address local health priorities.

In April 2009, the Winnebago County Health Department and the Oshkosh Health Services Division embarked upon a community-wide CHIP planning process. A CHIP Community Team of 30 members that live, serve and/or work in the jurisdictions of the Winnebago County Health Department and the Oshkosh Health Services Division was formed in July 2009 (Appendix Y). As the community's "voice," these members were critical to the process. The Community Team members were selected to represent a broad cross section of the residents and the organizations within the community. This team was considered to represent the perceptions, interests, and needs of the entire community.

The planning process involved several steps that occurred between June 2009 and March 2010:

- The identified representatives of the community were invited to join the Community Team
- The Community Team roster was filled in July 2009
- A Kick-off Meeting was held in August 2009
- A Healthy Community Visioning Session was held in September 2009 with community members being asked to identify the key requirements of a healthy community
- Local data was researched and presented to understand health issues identified in local statistics and trends.
- Data and vision themes were used to identify the key community priorities that would be included in the CHIP
- Best practices and programs were researched
- Goals and strategies were developed to address the priorities
- The CHIP final report was drafted in March 2010



Following is a summary of the vision, community priorities, and goals and strategies that will provide a framework for future implementation of the Oshkosh/Winnebago County CHIP.

Priority Themes

The visioning part of the plan involved the Community Team and their answering of questions about their community. The questions were meant to spark each member's view of the health of the community.

Questions used included:

- Are you satisfied with the quality of life in this community?
- Are there networks in place to support families, youth, elderly, non-English speakers, faith preferences, public safety, and healthy lifestyles?
- What do you think a healthy community looks like?
- What should (or should not) be done to change the Winnebago County/Oshkosh Area?

Health indicator data was also collected and analyzed to identify trends, problems, and concerns in the Oshkosh/Winnebago County area. Potential health concerns were presented to the Community Team for consideration.

This visioning process identified 8 potential key themes from the community, and the health indicator data identified 11 key themes. These key themes were rated and scored by the CHIP Community Team, using the "Identifying CHIP Priorities" tool (see Appendix X), and 4 Priorities surfaced.

The 4 Priorities identified and addressed in the Oshkosh/Winnebago County Community Health Improvement Plan (CHIP) are (listed in no particular order):

1. *Healthy Lifestyles*
2. *Physical Activity*
3. *Overweight, Obesity, and Type II Diabetes*
4. *Healthy Recreational Opportunities*

Community Visions for Each Priority

Following are Vision Statements for the four priority areas:

1. HEALTHY LIFESTYLES

Oshkosh/Winnebago County envisions a community that promotes a healthy lifestyle throughout the lifespan. *Healthy lifestyles includes the goals of the other 3 CHIP priorities (physical activity, nutrition, and obesity/diabetes), so to avoid duplication, this priority will focus on healthy lifestyles related to; education (life/job skills), mental health, substance abuse, chronic disease management (other than diabetes), dental access, healthy homes, disparities, injury prevention, wellness, cultural norms, sexual responsibility, and prevention.*

2. PHYSICAL ACTIVITY

Oshkosh/Winnebago County envisions a community in which all residents are physically active, and seek to participate in exercise a minimum of 150 minutes per week. *Increasing exercise and activity will benefit residents by helping them to maintain healthy body weights, improving fitness, reducing injuries, and reducing disease and illness caused by a sedentary lifestyle.*

3. OVERWEIGHT/OBESITY/TYPE II DIABETES

Oshkosh/Winnebago County envisions a community that seeks to reverse the trend of increasing obesity. *Currently, the obesity rate in Winnebago County is 28% of the population at an unhealthy weight. Along with high obesity rates comes a mortality rate for diabetes of 31.9%, which is 7.6% above the rate for Wisconsin. Residents must be provided with information on food quality and nutrition, food quantity, weight loss, and appropriate healthy choices to make an impact on these rates.*

4. HEALTHY RECREATIONAL OPPORTUNITIES

Oshkosh/Winnebago County envisions a community that provides healthy recreational opportunities. *These opportunities will be affordable and accessible for people of all ages. These opportunities will support, encourage, and promote physical activity, including walking trails, bike trails, parks, and play areas. The settings will be safe, secure, and open to the public.*

Goals and Strategies for Each Priority

The following goals and strategies were identified for each of the four community Priorities. Each Priority has a goal with key strategies supported by best practice literature and resources. Implementation

details and timelines are not included here, as that will be the role of the implementation/work teams and partners to identify and carry out.

1. Healthy Lifestyles

Goal 1: Promote wellness and prevention activities to assure Oshkosh/Winnebago County residents have an opportunity to live a healthy lifestyle. *Healthy lifestyles includes the goals of the other 3 CHIP priorities (physical activity, nutrition, and obesity/diabetes), so to avoid duplication, this priority will focus on healthy lifestyles related to; education (life/job skills), mental health, substance abuse, chronic disease management (other than diabetes), dental access, healthy homes, disparities, injury prevention, wellness, cultural norms, sexual responsibility, and prevention.*

Strategy 1: Market proven strategies for promoting healthy lifestyles within the workplace, schools, and community.

Best Practice Information and Resources:

- Substance Misuse or Dependency
 - Reducing Tobacco Use
 - Mass media education campaigns combined with other interventions (eg. cessation programs, increased intensity of counter-marketing on radio/tv/print)
 - Increased tobacco tax (WI has 5th highest in the nation)
 - Increase funding for comprehensive tobacco program
 - *What Works for Health website under Health Behaviors: Smoking*
 - Reducing Alcohol consumption/impaired driving
 - Increase Alcohol tax (WI has 3rd lowest in the nation)
 - Increased penalties for drunk driving offences
 - Reduce alcohol outlet density
 - Alcohol screening/intervention at routine physical exams
 - *What Works for Health website under Health Behaviors: Alcohol*
- Risky sexual behavior
 - Condom availability programs (free or reduced cost)
 - No Condom No Way Program
 - *What Works for Health website under Health Behaviors*
 - *CDC Community Guide: Prevention of HIV/AIDS, other STIs, and Pregnancy*
- Social connectedness
 - Outdoor community building programs
 - Families and schools together (FAST)
 - *What Works for Health website under Social and Physical Environment*
 - *21st Century Community Learning Centers*
 - *CDC Community Guide: Promoting Health through the social environment*
- Injury prevention
 - Increase use of safety seats, seatbelts, and helmets
 - Distribution of safety seats and educational campaigns
 - Community-wide information and enhanced enforcement of child safety seats
 - *What Works for Health Website under Health Behaviors: Injury Prevention*

- *CDC Community Guide: Motor Vehicle-related Injury Prevention*

Strategy 2: Develop social marketing campaign that promotes personal responsibility for living a healthy lifestyle.

- Participate in a social marketing workshop

Strategy 3: Educate and encourage health systems to adopt best practice strategies to support the healthy lifestyle priority (ie disease case management).

Best Practice Information and *Resources*:

- Health Care Quality and Costs (Care management & Effectiveness)
 - Disease management (eg. disease registries or pt/clinician reminders)
 - Case management - assignment of case manager to coordinate all aspects of pt care (eg. seeing that pt receives services in a timely manner, providing information to multiple providers)
 - Examples of disease/case management programs in WI:
 - PACE, WI Partnership Program, WI Chronic Disease Program, CCF
 - *What Works for Health website under Public Health & Health care Systems: Health Care Quality and Costs*

Strategy 4: Assess the current dental health of school children, and their access to dental care.

Strategy 5: Ensure access to dental resources.

2. Physical Activity

Goal 2: Increase participation of Oshkosh/Winnebago County residents in exercise and physical activities to improve their general health.

Strategy 1: Utilize best practice programs to increase physical activity in the home, the workplace, and at school.

Best Practice Information and *Resources*:

Community

- Access to opportunities/facilities that promote physical activity in the community
 - Increased access to fitness/community centers/athletic facilities (physical access/location and reduced cost or sliding scale fees to improve economic access)
 - *What Works for Health website under Health Behaviors: Physical Activity*
 - *What Works in...Communities handout*

Workplace

- Incentives to increase physical activity in the workplace

- Cash payouts, flextime policy, reimbursement for gym memberships, reduced health insurance premiums, point-of-decision prompts
- Worksites that utilize incentives
 - LandsEnd, HighSmith, Quadgraphics, Miles Kimball, Lutheran Home of Oshkosh, Faith Technologies of Menasha, Azco Inc of Menasha
- *What Works in...Worksites* *handout*
- *What Works in Health website under Health Behaviors: Physical Activity*

School

- Incentives to increase physical activity in the community and schools
 - Community promotion of recreational activities (individually adopted health behavior change, community wide campaigns to increase physical activity through media efforts, and school-wide campaigns)
 - Programs in WI:
 - Movin' and Munchin' Schools
 - Energize Eau Claire
 - WI's Governor's Challenge
 - *What Works in...Schools* *handout*
 - *What Works for Health website under Health Behaviors: Physical Activity*

Strategy 2: Create a marketing campaign to promote currently available facilities for physical activity.

Refer to Priority 1 for Best Practice Information and *Resources*

Strategy 3: Establish partnerships with Park & Recreation departments, schools, businesses (ie YMCA) to maximize access to opportunities across the county for physical activity.

Other Information and *Resources*:

- YMCA Activate Fox Cities
- Walk-to-win
- New North B2B
 - Monthly publication providing in-depth coverage of news/issues affecting the business community in the New North WI region

3. Overweight/Obesity/Type II Diabetes

Goal 3: Reduce the incidence of obesity/overweight to improve health outcomes for Oshkosh/Winnebago County residents.

Strategy 1: Create systemic collaborative plans using best practice models for schools, health care systems, and businesses.

Best Practice Information and *Resources*:

- Comprehensive programs that promote physical activity and nutrition
 - Multi-component interventions aimed at diet, physical activity, and cognitive change
 - Combination of activities and support (eg. nutrition education, prescriptions for aerobic/strength training, pedometers, training in

behavioral techniques, specific dietary prescriptions, group exercise sessions)

- *What Works for Health website under Health Behaviors: Physical Activity*
- *CDC Community Guide:*
 - *Diabetes Prevention and Control*
 - *Obesity Prevention*
 - *Promoting Good Nutrition*

Strategy 2: Create a social marketing campaign to promote nutritious choices in the community to include point of decision prompts, taste testing opportunities in cafeterias, and food preparation classes.

See Resource section: Other Resources: Social Marketing

Strategy 3: Identify and implement specific measures that will offer healthier food options to vulnerable populations by working with food pantries, Second Harvest, and schools.

Strategy 4: Identify, support, and pursue policies and ordinances that will help the public make informed decisions when choosing food purchases (ie Healthy Menu Choices), and by supporting healthy food choices in schools (ie Farm to School programs).

Strategy 5: Support efforts of work groups for all Priorities.

Best Practice Information and *Resources*:

- Comprehensive programs to decrease obesity/diabetes, and increase nutrition
 - Increase healthy food options/decrease unhealthy choices
 - Limit access, portions, or hours of sale
 - Peer-to-peer marketing strategies in schools
 - Point-of decision/purchase prompts
 - UW-River Falls
 - Dept. of Health Services
 - Taste testing opportunities for new fruits/veggies in cafeteria
 - Teach food preparation skills or offer healthy cooking demos
 - *What Works for Health website under Health Behaviors: Nutrition: Access to healthy food options*
 - *What Works in...Schools/Community/Worksites Handouts*
- Comprehensive programs to decrease obesity/diabetes, and increase nutrition
 - Healthcare:
 - Annual screening (BMI)
 - Educate about nutrition/physical activity recommendations
 - Promote decreased screen time (computer, tv, videogames)
 - Multidisciplinary treatment teams (MD, RN, RD, exercise Physiologist, Behavioral Psychologist)
 - Refer to outreach programs (eg. health classes, reduced cost fitness memberships)
 - *What Works Website under Health Behaviors: Nutrition*
 - *What Works in Healthcare Handout*
 - The American Diabetes Association Diabetes Self-Management Program – Accredited Diabetes Education Program at Theda Care Physicians

4. *Healthy Recreational Opportunities*

Goal 4: Provide and promote healthy and safe recreational opportunities that are affordable and accessible for Oshkosh/Winnebago County residents.

Strategy 1: Develop community partnerships to ensure support and pursue policy changes for creating an environment that promotes pedestrian mobility.

Possible Partners: Oshkosh Bike/Pedestrian Committee
Fox Cities Greenways

Strategy 2: Develop a marketing campaign for promoting and increasing the recreational opportunities available in Oshkosh/Winnebago County communities.

See Resources section: Other Resources: Social Marketing

Strategy 3: Develop a social marketing campaign for acceptance of pedestrian transportation as a primary mode of transportation.

See Resources section: Other Resources: Social Marketing

Strategy 4: Develop partnerships with Park & Recreation departments, schools, and businesses to facilitate increased opportunities for activity, and to include provisions for the disabled and elderly.

Best Practice Resources:

- Incentives to reduce unnecessary driving
 - Developing a bicycle/pedestrian master plan (increasing walking/biking trails, improving connectivity of non-auto paths and trails)
 - *What Works for Health website under Health Behaviors: Physical Activity*
 - *CDC Community Guide: Promoting Physical Activity: Environmental and Policy Approaches*
- Zoning regulations that enable physical activity (mixed use zoning, Smart Growth Funds, grants/funding for mixed use development)
 - Smart Growth Funds: “Fix it First” infrastructure policies, tree/canopy programs, redevelopment policies, storm water utilities
 - Improved street designs (“street diets”): infrastructure projects to increase the ease and safety of street crossing and connectivity of pedestrian walk-ways (eg. street lighting, calming design, sidewalk coverage)
 - *What Works in...Communities Handout*
 - *CDC Community Guide: Promoting Physical Activity: Environmental and Policy Approaches*
- Increase green spaces and parks (especially those accessible by foot/bike)
 - Rails to Trails Program
 - Ozaukee Cty’s park and green space plan
 - Stevens Point’s “Eco-City” initiative

Next Steps

- Form implementation/work teams for each Priority.
- Develop a summary presentation, and use it to communicate the CHIP to partners and agencies to generate excitement, recruit partners, and learn how they can help move the CHIP goals and strategies forward.
- Conduct a social marketing seminar for implementation/work teams.

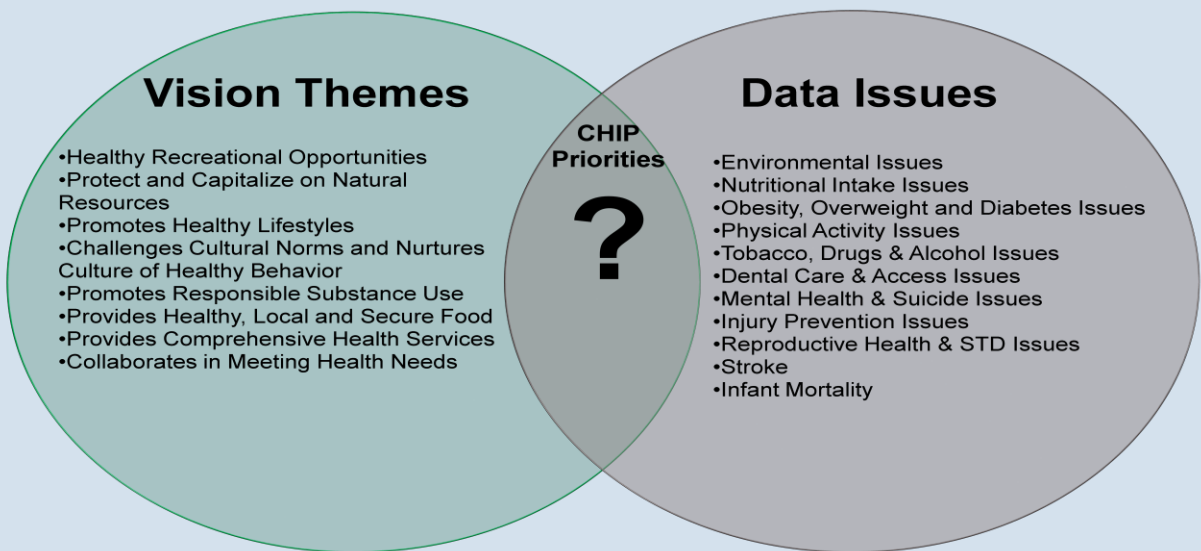
Action Steps

One page “CHIP Workgroup Charge” action step documents have been prepared for each Priority Area. These include some of the action steps discussed by each of the groups within the Community Team. There are also suggestions to use the best practices research and known resources within the community. Implementation/work teams should consider these action steps as they develop their plans and objectives for reaching the goal of the Priority being addressed.

CHIP Workgroup Charge documents are found in Appendix Z.

Appendix X – Vision Themes and Data Themes

Identifying CHIP Priorities



Instructions: Using your rankings on side 1 as a guide, write your top **three** priorities here.

Vision Themes Scorecard



Theme	Criteria*				Total Score
	1	2	3	4	
A. Healthy Recreational Opportunities					
B. Protect and Capitalize on Natural Resources					
C. Promotes Healthy Lifestyles					
D. Challenges Cultural Norms and Nurtures Culture of Healthy Behavior					
E. Promotes Responsible Substance Use					
F. Provides Healthy, Local and Secure Food					
G. Provides Comprehensive Health Services					
H. Collaborates in Meeting Health Needs					
I. Has a Comprehensive Information Center/2-1-1 System					

Data Themes Scorecard

Theme	Criteria*				Total Score
	1	2	3	4	
1. Environmental Issues					
2. Nutritional Intake					
3. Obesity, Overweight and Diabetes					
4. Physical Activity Issues					
5. Tobacco, Drugs and Alcohol					
6. Dental Care and Access					
7. Mental Health and Suicide					
8. Injury Prevention (falls, hospitalization)					
9. Reproductive Health and STD					
10. Stroke					
11. Infant Mortality					

Instructions: On a scale of 1 to 4, where 1=almost no agreement, 2=a little agreement, 3=some agreement and 4=most agreement, indicate to what degree the Vision and Data Themes agree with the four criteria statements listed below. **NOTE** – we suggest working through the tables column by column. Start by rating all of the themes by the first criteria, then move on to rating all of the themes by the second criteria, and so on.

- *Criteria 1: Has a reasonable probability of being addressed (e.g. proven strategies, resources, momentum are available)
- Criteria 2: Systemic in nature/high potential for trickle-down effect (e.g. overarching in nature, has the potential for multiple positive outcomes)
- Criteria 3: Makes Oshkosh/Winnebago a Healthy Community
- Criteria 4: This theme really interests me and is likely to gain my participation and support of the community.

Appendix Y -- List of Partners, Community Team Members, and Planning Team Members:

(in no particular order)

Community Team Members and Visioning Partners:

Leona Whitman, Living Healthy Community Clinic
 Julie Fevola & Alex Hummel, Christine Ann Center
 Bob Glass, Tri-County Community Dental Clinic
 Vicki Schorse, Mercy Hospital Foundation/Affinity Health Care System
 Mike Hert & Ann Lagorio, Aurora Health Care System
 Christine Krause, Thedacare Health Care System
 Ken Arneson, Evergreen Retirement Community
 Dave Morton & Lorrie Pratt, Morton Pharmacy
 Ken Stoffel & Tom Saari, Winnebago County Human Services Department
 Steve Herman, Winnebago County Sheriff's Department
 Susan Phillips, Town of Menasha Fire Department
 John Casper, Oshkosh Chamber of Commerce
 Danica Lewis & Robert Geigle, Oshkosh Area School District
 Dave Wellhofer, Omro School District
 Melissa Kohn & John Rank, Fox Valley Technical College
 Paula McNeil, UW-Oshkosh
 Rose Goyke, Peace Lutheran Church
 Sister Pam Biehl, St. Mary's Church
 Marc Dosogne, Boys and Girls Club of Oshkosh
 Eileen Connelly-Keesler, Oshkosh Area Community Foundation
 Kelly Zdanovec, Davis Child Care Center
 Jennifer Greeninger, Oshkosh Planning Department
 Stan Kline, Oshkosh Board of Health
 Jill Collier, Winnebago County Board of Health and UW-Oshkosh
 Mark Ziemer & Paula Stephens, Oshkosh Senior Services Department
 Mark Harris, County Executive
 Mark Rohloff, Oshkosh City Manager
 Melissa Kraemer Badtke & Mike Patza, East Central Regional Planning Commission
 Deb Tauer & Teri Stern, ADVOCAP
 Melanie Leet & Tom Davies, Land and Water Conservation Department
 Nancy Leipzig, Southwest Rotary
 Elliot Garb & Mary Olson, Oshkosh Area Community Pantry
 Kari Arkins, Oshkosh Area YMCA
 Bertie Albright, Omro
 Kit Main, Neenah
 Luanne Osborne, Omro
 Sue Panek, Oshkosh Area United Way

Planning Team Members:

Christine Kniep & Catherine Neiswender, UW Extension
 Sandy Knutson, Tracey Mrochek, Denise Krueger, & Jayne Tebon, Oshkosh Health Services Division
 Doug Gieryn, Mary Jo Turner, Cindy Draws, Emily Dieringer, Linda Baeten, Cheryl Laabs, Barb Sheldon,
 & Jeff Phillips, Winnebago County Health Department

Appendix Z – “CHIP Workgroup Charge” Action Steps

CHIP Workgroup Charge

Priority Area: Promote Healthy Lifestyles

Expectations:

Your workgroup is charged with implementing the strategies identified under your priority area. These areas reflect the priorities of the Winnebago-Oshkosh community and are the result of an 8 month planning process.



Start by reviewing goals, strategies, and best practices identified in the CHIP document. Your efforts may require further research, finding partners to help implement, and identifying funding for the projects. Objectives to meet your Priority goal need to be SMART (Specific, Measureable, Achievable, Realistic, and have a Timeline) and obtainable in the next 5 years.

Your workgroup is empowered to organize and set your own meeting schedule, run your own meetings, and keep minutes of your progress. The Health Department Liaison will convene the first meeting of the group to get you started. At your first meeting, identify a leadership structure that will work for you.

Your workgroup is expected to report back to the full CHIP Team at three months and six months to report progress on achieving the strategies. Plan to share a timeline for implementing the strategies, and desired outcomes.

Timeline:

The Oshkosh/Winnebago County area CHIP committee will convene the three and six month progress report meetings at the end of July and end of October 2010. Communications with the CHIP committee will be through the Health Department Liaisons.

Your Health Department Liaison:

Emily Dieringer

edieringer@co.winnebago.wi.us;

(920) 232-3021

Priority Area Members:

TBD

CHIP Workgroup Charge

Priority Area: Physical Activity

Expectations:

Your workgroup is charged with implementing the strategies identified under your priority area. These areas reflect the priorities of the Winnebago-Oshkosh community and are the result of an 8 month planning process.



Start by reviewing goals, strategies, and best practices identified in the CHIP document. Your efforts may require further research, finding partners to help implement, and identifying funding for the projects. Objectives to meet your Priority goal need to be SMART (Specific, Measureable, Achievable, Realistic, and have a Timeline) and obtainable in the next 5 years.

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Your Health Department Liaison:

Cheryl Laabs, PHN

claabs@co.winnebago.wi.us

(920) 232-3004

Priority Area Members:

TBD

CHIP Workgroup Charge

Priority Area: Overweight, Obesity and Diabetes Expectations:

Your workgroup is charged with implementing the strategies identified under your priority area. These areas reflect the priorities of the Winnebago-Oshkosh community and are the result of an 8 month planning process.

Start by reviewing goals, strategies, and best practices identified in the CHIP document. Your efforts may require further research, finding partners to help implement, and identifying funding for the projects. Objectives to meet your Priority goal need to be SMART (Specific, Measureable, Achievable, Realistic, and have a Timeline) and obtainable in the next 5 years.

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Your Health Department Liaison:

Denise Krueger, PHN

dkrueger@ci.oshkosh.wi.us

920-236-5010

Priority Area Members:

TBD



CHIP Workgroup Charge

Priority Area: Healthy Recreational Opportunities

Expectations:

Your workgroup is charged with implementing the strategies identified under your priority area. These areas reflect the priorities of the Winnebago-Oshkosh community and are the result of an 8 month planning process.



Start by reviewing goals, strategies, and best practices identified in the CHIP document. Your efforts may require further research, finding partners to help implement, and identifying funding for the projects. Objectives to meet your Priority goal need to be SMART (Specific, Measureable, Achievable, Realistic, and have a Timeline) and obtainable in the next 5 years.

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Your Health Department Liaison:

Sandy Knutson, RS

sknutson@ci.oshkosh.wi.us

(920) 236-5030

Priority Area Members:

TBD

Resources

Best Practice Resources:

Priority 1. Healthy Lifestyles

1. Schools

- a. What Works in...Schools Handout or access online at
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/WhatWorksSchoolsfinal.pdf

2. Worksites

- a. What Works in...Worksites Handout or access online at
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksite%20pdfs/WhatWorksBusinessfinal.pdf>
- b. CDC Community Guide: Worksite Health Promotion access online at
<http://www.thecommunityguide.org/worksite/index.html>

3. Community

- a. What Works in...Community Handout or access online at
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/ACEs/What%20Works%20-%20Active%20Environments.pdf>
- b. CDC Community Guide:
 - i. Adolescent Health access online at
<http://www.thecommunityguide.org/adolescenthealth/index.html>
 - ii. Mental Health & Mental Illness access online at
<http://www.thecommunityguide.org/mentalhealth/index.html>
 - iii. Cancer Prevention and Control access online at
<http://www.thecommunityguide.org/cancer/index.html>
 - iv. Asthma Control access online at
<http://www.thecommunityguide.org/asthma/index.html>
 - v. Vaccinations for Preventable Diseases access online at
<http://www.thecommunityguide.org/vaccines/index.html>
 - vi. Violence Prevention Focused on Children and Youth access online at
<http://www.thecommunityguide.org/violence/index.html>
 - vii. Tobacco Use, access online at
<http://www.thecommunityguide.org/tobacco/index.html>
 - viii. Alcohol Use, access online at
<http://www.thecommunityguide.org/alcohol/index.html>
 - ix. Prevention of HIV/AIDS, other STIs, and Pregnancy access online at
<http://www.thecommunityguide.org/hiv/index.html>
 - x. Promoting Health through the social environment access online at
<http://www.thecommunityguide.org/social/index.html>
 - xi. Motor Vehicle-related Injury Prevention access online at
<http://www.thecommunityguide.org/mvoi/index.html>

4. Health care

- a. What Works in...Healthcare Handout or access online at
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Healthcare/WhatWorksHealthcarefinal.pdf>

5. Other Resources:

- WI Department of Health Services: Evidence-based Practice for Healthiest WI accessed online at
 - a. Access to Primary and Preventive Health Services:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/access.htm>
 - b. Alcohol and Other Substance Use and Addiction:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/aoda.htm>
 - c. Environmental and Occupational Health Hazards:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/hazards.htm>
 - d. High-Risk Sexual Behavior:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/risk.htm>
 - e. Tobacco Use and Exposure:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/tobacco.htm>
 - f. Community Health Improvement Processes and Plans:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/communhealth.htm>
 - g. Coordination of State and Local Public Health System Partnerships:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/partnerships.htm>
 - h. Sufficient, Competent Workforce:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/workforce.htm>
- National Institute on Drug Abuse (NIDA) access online at
<http://www.nida.nih.gov/Prevention/Prevopen.html>
- Alcohol Policy Information System (APIS) access online at
<http://www.nida.nih.gov/Prevention/Prevopen.html>
- University of Minnesota – Alcohol Epidemiology Program (Regarding policies) access online at
<http://www.epi.umn.edu/alcohol/policy/index.shtm>
- No Condom No Way Program <http://www.milwaukee.gov/nocondomnoway>
- 21st Century Community Learning Centers access online at
<http://www2.ed.gov/programs/21stcllc/index.html>

Priority 2. Physical Activity

1. Schools

- a. What Works in...Schools Handout or access online at
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/WhatWorksSchoolsfinal.pdf

2. Worksites

- a. What Works in...Worksites Handout or access online at
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksite%20pdfs/WhatWorksBusinessfinal.pdf>

3. Community

- a. What Works in...Community Handout or access online at
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/ACEs/What%20Works%20-%20Active%20Environments.pdf>
- b. CDC Community Guide:
 1. Worksite Health Promotion access online at
<http://www.thecommunityguide.org/worksite/index.html>
 2. Adolescent Health access online at
<http://www.thecommunityguide.org/adolescenthealth/index.html>

4. Health Care

- a. What Works for Health website accessed online at
<http://whatworksforhealth.wisc.edu/search.asp>

5. *Other Resources:*

- WI Department of Health Services: Evidence-based Practice for Healthiest WI accessed online at
 1. Physical Activity for Adults:
<http://dhs.wisconsin.gov/statehealthplan/practices/obj/physactivity.htm>
 2. Physical Activity for Children/Adolescents:
<http://dhs.wisconsin.gov/statehealthplan/practices/obj/physactivity.htm>
 3. Community Health Improvement Processes and Plans:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/communhealth.htm>
 4. Coordination of State and Local Public Health System Partnerships:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/partnerships.htm>
 5. Sufficient, Competent Workforce:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/workforce.htm>
- Movin' and Munchin' Schools: <http://www.movinandmunchin.com/>
- Energize Eau Claire: <http://www.energizeecc.com/>
- WI's Governor's Challenge:
<http://healthykids.wisconsin.gov/category.asp?linkcatid=2549&linkid=1346&locid=152>
- YMCA Activate Fox Cities: <http://www.activatefoxcities.org/>
- Walk-to-win: <http://www.walktowin.org/>
- New North B2B: <http://www.newnorthb2b.com/may09civrstry.html>

Priority 3. Overweight, Obesity, and Type II Diabetes

1. Schools

- a. What Works in...Schools Handout or access online at
http://dhs.wisconsin.gov/health/physicalactivity/pdf_files/WhatWorksSchoolsfinal.pdf

2. Worksites

- a. What Works in...Worksites Handout or access online at
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Worksite%20pdfs/WhatWorksBusinessfinal.pdf>

3. Community

- a. What Works in...Community Handout or access online at
<http://dhs.wisconsin.gov/health/physicalactivity/Sites/Community/ACEs/What%20Works%20-%20Active%20Environments.pdf>
- b. CDC Community Guide:
 - i. Diabetes Prevention and Control access online at
<http://www.thecommunityguide.org/diabetes/index.html>
 - ii. Obesity Prevention access online at
<http://www.thecommunityguide.org/obesity/index.html>
 - iii. Promoting Good Nutrition access online at
<http://www.thecommunityguide.org/nutrition/index.html>
 - iv. Worksite Health Promotion access online at
<http://www.thecommunityguide.org/worksite/index.html>

Other Resources:

- WI Department of Health Services: Evidence-based Practice for Healthiest WI accessed online at
 1. Obesity/Overweight:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/physical.htm>
 2. Nutrition: <http://dhs.wisconsin.gov/statehealthplan/practices/priority/nutrition.htm>
 3. Physical Activity for Adults:
<http://dhs.wisconsin.gov/statehealthplan/practices/obj/physactivity.htm>
 4. Physical Activity for Children/Adolescents:
<http://dhs.wisconsin.gov/statehealthplan/practices/obj/physactivity.htm>
- What Works for Health website accessed online at <http://whatworksforhealth.wisc.edu/search.asp>
- See other Priority Resources

Priority 4. Healthy Recreational Opportunities

1. What Works for Health website accessed online at <http://whatworksforhealth.wisc.edu/search.asp>
2. WI Department of Health Services: Evidence-based Practice for Healthiest WI accessed online at
 - a. Physical Activity for Adults:
<http://dhs.wisconsin.gov/statehealthplan/practices/obj/physactivity.htm>
 - b. Physical Activity for Children/Adolescents:
<http://dhs.wisconsin.gov/statehealthplan/practices/obj/physactivity.htm>
 - c. Community Health Improvement Processes and Plans:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/communhealth.htm>
 - d. Coordination of State and Local Public Health System Partnerships:
<http://dhs.wisconsin.gov/statehealthplan/practices/priority/partnerships.htm>
3. CDC Community Guide:
 - a. Promoting Physical Activity: Environmental and Policy Approaches access online at
<http://www.thecommunityguide.org/pa/environmental-policy/index.html>

Other Resources for ALL PRIORITIES:

- WELCOA
 1. Best Practices (“Seven C’s”) for creating comprehensive and effective workplace wellness programs
 2. Accessed online at <http://www.infinetwellnessolutions.com/workplace-wellness.html>

- Wellness Proposals
 1. Wellness programs from the world’s leading wellness companies
 2. 15,000 FREE Wellness/Health Library (handouts, posters, presentations, tool kits) related to nutrition, health promotion, mental health, dental health, stress management, fitness/physical activity, safety, health, tobacco/smoking cessation, and financial fitness
 3. Accessed online at <http://www.wellnessproposals.com/>
 4. Wellness Search Engine
 5. Links to Wellness sites
 6. Accessed online at <http://www.wellnesssearchengine.com/index.php?p=h>

- Aurora Health Care’s Wellness connection
 1. Components of Wellness (eg. emotional, environmental, occupational, physical)
 2. Information/facts, classes/events, how to create programs, links
 3. Accessed online at <http://www.aurorahealthcare.org/yourhealth/wellness/default.aspx>

- Corporate Report WI’s Business Magazine
 1. Article on Humana WI market and wellness programs in companies
 2. Accessed online at <http://crwmag.com/issue/october-2009/article/the-right-partner-for-the-job>
 3. Active Living By Design
 4. NC Institute for Public Health through the UNC Gillings School of Global Public Health
 5. News, Resources, Models
 6. Access online at <http://www.activelivingbydesign.org/>
 7. Social Marketing
 8. Top Rank Online Marketing, Best and Worst Practices:
<http://www.toprankblog.com/2009/02/best-worst-practices-social-media-marketing/>
 9. Best Practices in Social Media Marketing: <http://www.theharteofmarketing.com/2008/09/a-best-practice-in-social-media-marketing.html>
 10. Social Media Today: <http://socialmediatoday.com/SMC/47492>