A Community Health Improvement Plan (CHIP) helps local health departments meet the needs of their local community. The 2010 Oshkosh and Winnebago County Area CHIP was designed to be implemented over five years and is re-evaluated every five years thereafter. A CHIP process happens when representatives from public health and the community look at local data and needs along with community passions and develop a plan to help the community address local health priorities. After this process in 2010, the CHIP identified four priorities for Winnebago County, including “Nutrition/Obesity/Type II Diabetes (NOD)”. According to the 2010 CHIP, “Oshkosh and 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. 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.” Community leaders and organizational partners collaborated with the Winnebago County Health Department (WCHD) and the existing coalition, re:TH!NK, to fulfill the NOD priority. Partners included Goodwill Grows, Growing Oshkosh, Oshkosh Area School District, and Weight of the Fox Valley.

re:TH!NK, Winnebago’s Healthy Living Partnership, originally formed in 1992 as a community coalition working on tobacco prevention. re:TH!NK is the community engagement "arm" of WCHD and coordinates efforts with local partners to create a place where everyone has the opportunity to live the healthiest life possible. In 2010, CHIP implementation committees merged into the existing re:TH!NK structure to expand community collaboration and help implement the CHIP priorities. Implementation of this CHIP priority was accomplished through re:TH!NK’s NOD committee.

Major Accomplishments

Food Day
Since 2011, re:TH!NK and WCHD have participated in the October 24 Food Day celebration of local, healthy food and food access. In 2012, re:TH!NK hosted a “Master Chef”-inspired cook-off at South Park Middle School in Oshkosh and students and staff taste-tested dishes prepared by two local chefs. In 2013, re:TH!NK collaborated with the community and local school districts for the Great Apple Crunch, a regional effort to promote locally grown apples. Apple Blossom Orchard provided approximately 130 4th and 5th graders at Oaklawn Elementary School with local apples and Alice in Dairyland joined the event.
Major Accomplishments

Farm to School Program
In 2012, Winnebago County Farm to School (F2S) began in Oshkosh and Menasha with Fun Food of the Month events, healthy cooking demos at Oshkosh middle schools, and building school gardens in 2013 in collaboration with Growing Oshkosh at Emmeline Cook Elementary and Webster Stanley Elementary/Middle Schools in Oshkosh and Shattuck Middle School in Neenah. Fun Food of the Month events have expanded since 2012 to occur in all five school districts in Winnebago County and Lourdes Academy in Oshkosh. In 2013, a WCHD/re:TH!NK F2S AmeriCorps member began teaching additional nutrition lessons at other schools and to at-risk students at Lighted Schoolhouse in Oshkosh. Through the F2S program, the NOD committee also began working with Goodwill Grows on local food procurement and the development of the Northeast Wisconsin Food Hub. The food hub will enable institutions, such as schools, to order local foods directly from growers. In fall 2014, the NOD committee and Winnebago County F2S worked with three school districts (Omro, Winneconne, and Oshkosh) to prepare 1250 lbs of locally sourced produce and herbs to make ratatouille for school lunches.

SmartPlate
The mission of SmartPlate (formerly eatsmart!) is to make it easier for people who want to eat healthy to have that option be identified and available in the restaurant setting. In September 2012, eatsmart! went live as a pilot collaboration with local health professionals like ThedaCare, re:TH!NK, local health departments, and eight restaurants. In November 2014, eatsmart! changed to SmartPlate and added catering businesses and the Fox Valley Technical College in addition to more restaurants. The SmartPlate icon is placed on menu items that are identified by registered dieticians as containing healthy amounts of calorie counts, fat, sodium, and sugar. At Fox Valley Technical College, the Culinary Arts program has incorporated SmartPlate into its training of students to learn how to make healthy and tasty food. Students also create SmartPlate items for the college’s cafeteria. As of 2014, there are food retail outlets participating in the initiative in six cities in Northeast Wisconsin and the list continues to grow.

Healthy Habits
In February 2012, re:TH!NK began a partnership with the Oshkosh Boys and Girls Club to teach after-school kids about healthy snack options. WCHD staff supporting re:TH!NK teach multiple lessons each month and help kids prepare simple, healthy snacks together. About 35-40 kids attend the lessons and are able to prepare their own snacks and learn about different types of healthy food.

Want to get involved?
Stay updated or get involved with re:TH!NK by emailing rethink@co.winnebago.wi.us. Help shape our next CHIP! Contact Doug Gieryn, Director/Health Officer at WCHD dgieryn@co.winnebago.wi.us to see what opportunities are available.

For more information, visit:
www.winnebagopublichealth.org
www.rethinkwinnebago.org
or call the Winnebago County Health Department at 920-232-3000
Report compiled in May 2015 by Lynnsey Erickson, AmeriCorps member with the Winnebago County Health Department