



Transform WI

Carrie Sullivan, WI Clearinghouse, UW



Overview



- CTG & Public Health Fund
- Goals and Strategic Directions
- Status Update: Y2
- Needs and What's Next

Community Transformation



Get The Facts

**Prevention and
Public Health Fund**

**Dedicated to improving
our nation's public health**

- CTG supports community-level efforts to reduce chronic diseases such as heart disease, cancer, stroke, and diabetes.



Wisconsin's CTG Program

- \$4.695 per year, 5 years
- Focus on “rural” and poverty in Wisconsin
- Four Strategic Areas
 - Reduce and Eliminate Tobacco Use
 - Improve Nutrition
 - Increase Physical Activity
 - Promote Clinical Preventive Services



Nutrition & Activity

Food Systems



Active Communities



In our First Year ...

Wisconsin has had success:

- building momentum in all three strategic directions
- establishing an innovative online presence
- selecting and launching 30 community-based projects
- laying groundwork for Collective Impact through early examples of leveraged partnerships

Statewide
Strategies

Web

Community
Strategies

Media

Collective
Impact

A project of the Wisconsin Clearinghouse for Prevention Resources

VOLUNTEER

to support a project and get involved

Clicking below will share your contact information.

Download Materials

+ More Applications



TRANSFORMING MARATHON COUNTY

TRANSFORMING FOND DU LAC COUNTY - A



Innovation in action

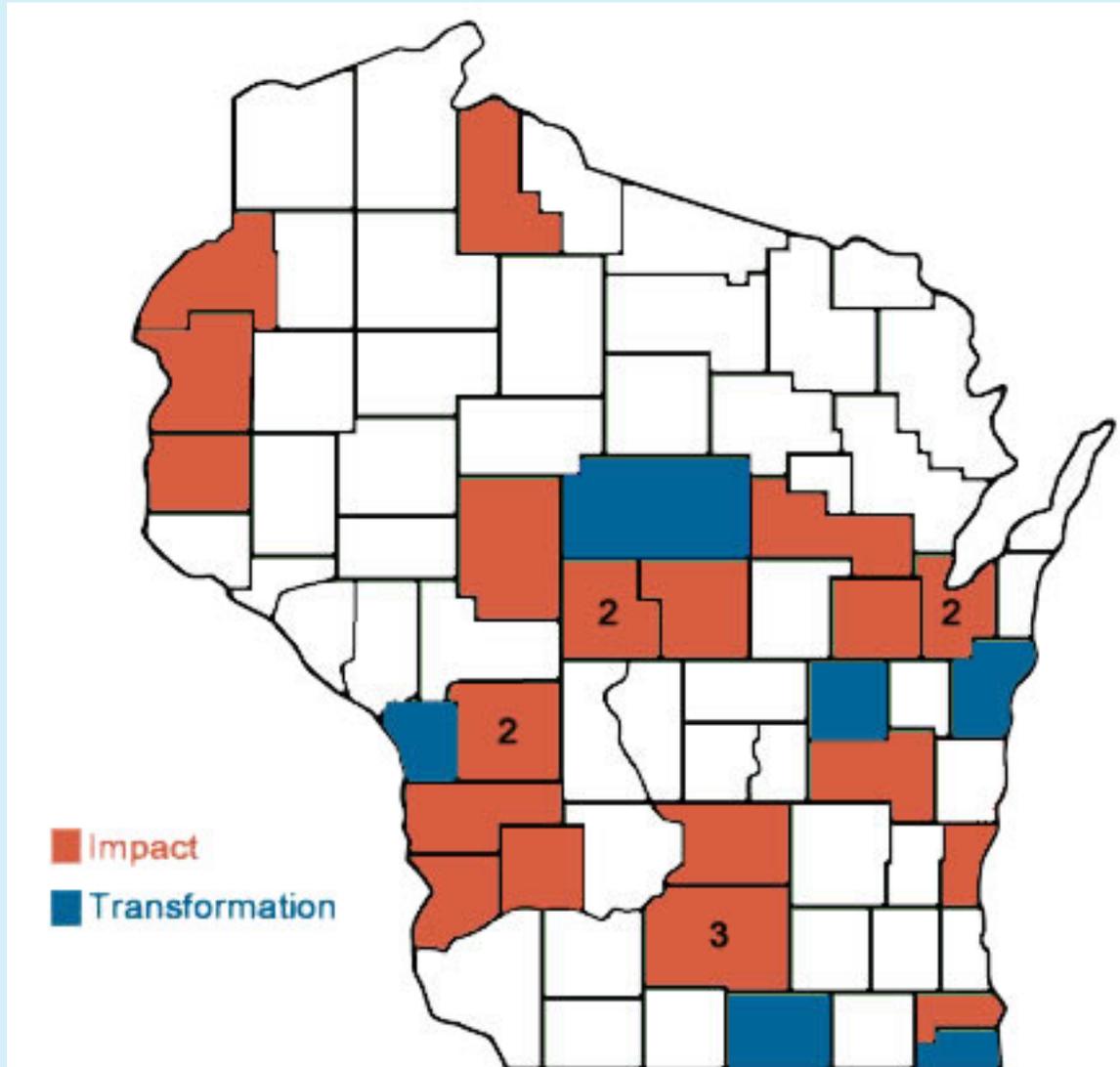
Even RFP process can build a movement – 12,838 votes!!



Summary Statistics

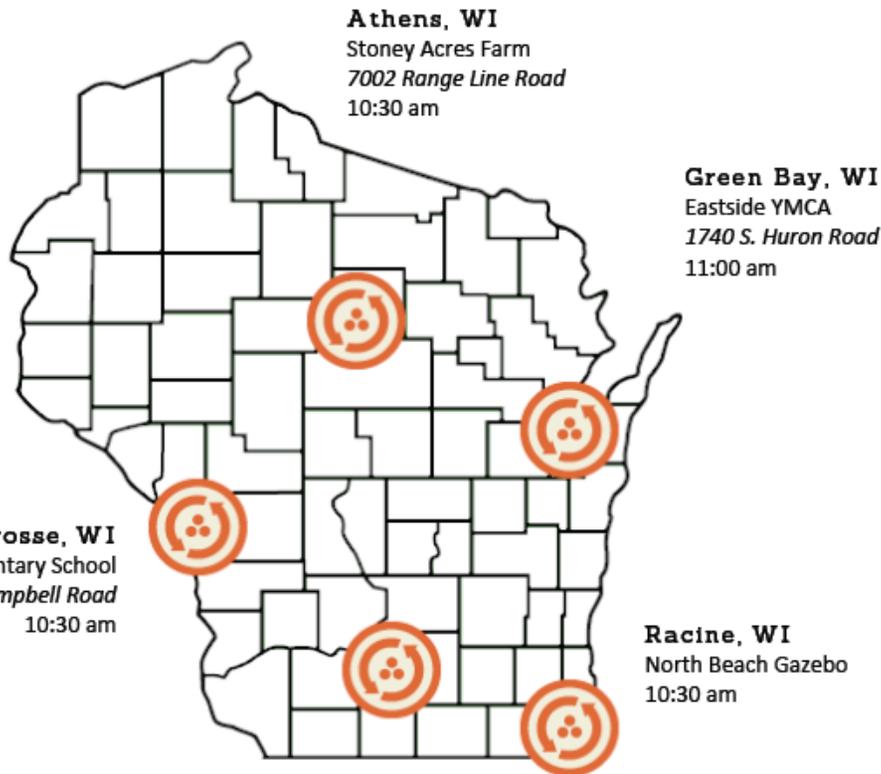
- 30 awards
- 25 counties
- Reach:
 - 2,667,620 people
 - 47% of state's population
- \$2.50 per capita
- 8 of top 10 most populated counties awarded
- 13 "rural" awards in 12 "rural" counties

Recommended Grantees





Making a splash



Launch

April 1 - May 1

Outreach

May 1 – June 15

Select

June 18 – July 13

Announce

July 17 – July 24

Implement

t

August 1 and onward

Wausau Daily Herald
Wed. July 25, 2012

Marathon County gets \$460K for

health initiatives

Locally grown foods in schools, keeping kids active top priorities

Burrows said she is excited to focus on getting kids active and getting fresh, local food into schools. Marathon County hasn't made headway in farm-to-school programs in the past few years, Burrows said, but this grant will provide the resources and staff to do so.

By Carolyn Tiry
Wausau Daily Herald
ctiry@wdhprint.com

Marathon County got a leg up Tuesday in



ObamaCare cash will be used to prevent illness

Marathon County Health Department officials on Tuesday at an ens farm announced the receipt \$460,000 grant to promote healthy styles, including cess to locally ra fresh fruits and etables.



Judy Burrows

"This is exci news for central consin reside said Judy Burr health depart director of chr disease prevent "We have been w ing hard to imp people's health

Local News

KENOSHA NEWS

Ideas or comments? Contact Managing Editor: Karl Frederick | (262) 656-6377

County gets new grant to boost healthier living

KENOSHA NEWS STA

by People Kenosha County 2020 initia lay received a \$460,000 grant aimed a althier, more active lifestyles

\$6.6M in grants to 30 state groups geared to boost healthy living

Editorial: Grants hope to 'Transform' state's health

Healthier Together grant for St. Croix County, promotes physical activity

Healthier Together-St. Croix County is receiving a Transform Wisconsin Impact Grant to promote act in St. Croix County. The \$160,000 grant will be invested over the next two-and-a-half years in collab multifaceted strategies to help increase physical activity in our communities as we work toward long sustainable change.

Opinion

Opinion and Commentary Editor: Steve Lund | (262) 656-6283 | slund@kenoshanews.com

Promoting healthier living

OUR VIEW

schools, but ultimately the plan is for all

ing. The healthful food the school garuens produced would be a bonus.

Other activities to be funded by the grant include expansion of the...

KENOSHA NEWS | THURSDAY, JULY 26, 2012 | A5

Transforming Wisconsin Grant Will Benefit Local Food Economy

Grant to help Rock County urge residents to live healthier

Local

Major grant to fund healthy initiatives locally

Unified to expand garden program; YMCA looks to add gym time in city center; landlords encouraged to ban smoking

Letter: Health grants help region to grow, thrive Central Wisconsin gets \$1M in grants to improve health

BY JOE PIRENTE
jpirente@kenoshanews.com

A burgeoning school garden program is among the beneficiaries of a \$460,000 grant the Healthy People Kenosha County 2020 initiative received this week.

The Kenosha Unified School District will use a portion of the funds to expand the 2-year-old garden curriculum to additional schools and, an organizer hopes, begin to produce enough crops to make a meaningful contribution to the district's

Elementary School and an outreach effort to encourage landlords to prohibit smoking in rental properties with at least four units.

In addition, Johnson said, some of the funds will be used to support another in-depth community study in partnership with the Survey of the Health of Wisconsin organization at the University of Wisconsin-Madison. The data collected could serve as a springboard for future grant awards for local health efforts, Johnson said.

"We can't say 'eat healthy' and not touch them about what is healthy eating," Bohning said.

Bohning said the garden program began when Xten Industries granted Harbor-side students the opportunity to build raised growing beds on five acres of land at the Business Park of Kenosha. Since then, Bohning said 43 beds have been built there and gardens have been established at the Edward Bain School of Language and Art and the Kenosha School of Technology Enhanced

further schools are also

espai with scho dens

"S students are more likely to eat it," Bohning said.

Physical activity effort

At the central-city Frank Elementary, the grant will fund expanded school gym hours and participation in a national YMCA program that promotes exercise and healthy eating, said Cindy

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"The Y working it tive effort; organizati improving our comm

State grant funds to encourage landlords to go smoke-free





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What's Next?

- Collective Impact: Build partnerships and leverage resources
- Make the case for continued and increased funding
- Support communities in making healthy choice the easy choice