Transform WI
Carrie Sullivan, WI Clearinghouse, UW
Overview

- CTG & Public Health Fund
- Goals and Strategic Directions
- Status Update: Y2
- Needs and What’s Next
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
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
Making a splash

**Launch**
April 1 - May 1

**Outreach**
May 1 – June 15

**Select**
June 18 – July 13

**Announce**
July 17 – July 24

**Implement**
August 1 and onward
Marathon County gets $460K for health initiatives

Marathon County Health Department officials on Tuesday at an event announced the receipt of a $460,000 grant to promote healthy styles, including emphasis on locally grown foods, fruits, and vegetables. Burrows said the county is excited to focus on getting kids active and eating healthy, local foods into schools. Marathon County hasn't made heavy use of farm-to-school programs in the past few years, Burrows said, but this grant will provide the resources and staff to do so. "This is great news for central Wisconsin," said Judy Burrows, Health Department director of community health. "We have been working hard to imp...  

Local News

County gets new grant to boost healthier living

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

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

Transforming Wisconsin Grant Will Benefit Local Food Economy

Grant to help Rock County urge residents to live healthier

Letter: Health grants help region to grow, thrive

Central Wisconsin gets $1M in grants to improve health

State grant funds to encourage landlords to go smoke-free
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