

**Wisconsin Public Health Council**  
**Monitoring Progress of Three HW2020 Focus Areas**  
**April 12, 2013**

Recommendations 2012 – 2013

Throughout 2012 and to the present, the State Health Plan Quality Improvement Committee, <http://www.dhs.wisconsin.gov/healthybirths/> in close collaboration with the Division of Public Health, led progress reviews for three HW2020 Health Focus Areas.

1. Adequate, appropriate and safe food and nutrition
2. Physical activity
3. Chronic disease prevention and management

As a result of these progress reviews, the Public Health Council advanced the following recommendations in partnership with the Wisconsin Department of Public Instruction, the Wisconsin Department of Children and Families, the Wisconsin Department of Agriculture, Trade and Consumer Protection, and the Governor's Council on Physical Fitness and Health. These recommendations include:

- Healthy school policies and practices are important public health policies and practices.
- Wisconsin primary and secondary schools are vital settings in which to promote, protect, and improve health for large segments of the population including students, faculty, and staff.
- Wisconsin primary and secondary schools and the Wisconsin Department of Public Instruction are core public health system partners that substantially contribute to the full range of opportunities to foster healthy people in healthy Wisconsin communities.
- For Farm to School to be effective, both the “supply side” and “demand” issues must be considered. These issues include support and incentives for specialty crop production, aggregation, storage, and distribution of product to schools and other institutional markets; the ability of school food services to handle fresh produce; and the acceptability of these foods to students.
- State-level grant resources through *Buy Local*, *Buy Wisconsin* and/or a Farm to School Program will expand the availability of farm-produced foods in Wisconsin schools so there is capacity to expand and sustain this evidence-based approach.
- To be effective in promoting and protecting health, a comprehensive program must include three elements: procurement and distribution of locally grown fruits and vegetables for service in the school, nutrition and agriculture education, and school/youth gardens.
- Farm to School can improve the local economy, change the environment to support locally produced foods, and improve health, especially in vulnerable populations.
- Strengthening childhood licensing standards through practical, low-cost measures (e.g., supporting breastfeeding, providing access to potable water, improving food and beverages served, and increasing teacher-led and unstructured physical activity to at least 60 minutes

per day) through the YoungStar Program has widespread benefits that promote the health of young children and benefits families and child care staff.

- Strengthening the nutrition and physical activity criteria in YoungStar will improve the health of Wisconsin children at greatest risk for poor nutrition, inactivity and obesity.
- Early Care and Education providers need pre-service and ongoing training in nutrition and physical activity to incorporate these concepts into their programming and the environment. Similar concepts may be incorporated into foster parent pre-placement training.
- The 10 Steps to Breastfeeding-Friendly Child Care, Active Early and Healthy Bites resources have been created and disseminated to support the implementation of evidence-based activities by early care providers.
- The Early Childhood Advisory Council's Obesity Project Team recommendations provide a critical avenue to preventing childhood obesity and preventable chronic diseases.
- Aligning policies and systems with shared missions creates durable networks, trust, and buy-in; increases access to information and ideas; models the way for communities; and improves opportunities for substantive results.
- Adequate, appropriate and safe nutrition, including breastfeeding, is a cornerstone for preventing chronic disease and promoting vibrant health.
- Physical activity is a preventive factor for many adverse health conditions, such as heart disease, stroke, high blood cholesterol, depression, and bone and joint diseases.
- A system of partnerships goes to the heart of the definition of public health in Wisconsin. Partnerships extend the reach and impact of services and programs, and increase support for important policies. They improve outcomes through shared leadership, shared accountability and shared resources.
- Lessening the impact of obesity and chronic diseases will require public and private organizations to implement population-level, evidence-based strategies in families, early care and education, schools, communities, worksites and health care, with an emphasis on the populations and geographies at greatest risk.
- A stable infrastructure at the state and local level is needed to provide leadership, training and technical assistance, communication, and resources, and to monitor and report progress to stakeholders and the public.