HEALTHIER WISCONSIN PARTNERSHIP PROGRAM
Improving health through community-academic partnerships

B. PROJECT OVERVIEW

Project Name:
Healthy Families, Healthy Communities Barron County
HWPP Project Number:
2010-16

Without exceeding this one (1) page, briefly describe your project and partnership.

This project will improve the health of rural communities, families, and individuals in Barron County through collaborative partnerships and interventions that will increase levels of physical activity, healthy eating patterns and decrease overweight and obesity. The project will do this by utilizing existing institutions, networks and relationships important to a rural community to employ effective public health and health promotion strategies. Plans involve: 1. reaching the broad Barron County population with educational programs and motivational messages and 2. fostering environmental and policy changes to make the social and physical environment more conducive to the prevention and control of obesity.

The project proposal is organized to utilize, coordinate and strengthen networks that are significant sources of information and/or social activities in a rural community. The four intervention domains or networks include: 1. education 2. work sites 3. health care 4. community (faith based organizations, restaurants, grocery stores). In order to distribute interventions over the entire county, the project will also focus activities geographically using the structure provided by the seven school districts which include: Barron, Cameron, Chetek, Cumberland, Prairie Farm, Rice Lake and Turtle Lake.

The Healthier Cumberland Coalition and the Barron County Safe & Stable Families Coalition are joining to create a partnership of community members located throughout Barron County. The coalitions, together with involved community partners, will have the capacity and resources to implement and expand the strategies of the Healthier Cumberland project county wide.

Partners focusing on the education domain include: Cooperative Educational Services Agency (CESA) #11, Cumberland School District, Rice Lake School District, the Boys & Girls Clubs of Barron County and the University of Wisconsin Extension-Barron County. Worksite domain partners include: Lakeview Medical Center Health Promotion Department and 3-M Cumberland.

Partners contributing to the coordination of health care domain activities include: Luther Midelfort Northland, Cumberland Memorial Hospital, Rice Lake Area Free Clinic and Wisconsin Indianhead Technical College. The community domain partners include: the Barron County Aging & Disability Resource Center, University of Wisconsin Extension, Barron County Public Health Programs, Augustana Lutheran Church, and Healthier Cumberland Coalition.

Dr. Jane Morley Kotchen, MCW academic partner, will contribute expertise in development and implementation of effective strategies, data collection, and evaluation methodologies in the expanded cardiovascular disease prevention program. Dr. Kotchen will act as a resource to the project and its intervention domain work groups.

Education activities will focus on coordinating the seven Barron County school district efforts to educate leadership, identify recommended standards for physical activity (physical education and recess), identify recommended standards in the school nutrition environment (school lunch, food availability/vending machines, classroom treats), and identify and adopt policies that promote school based healthy eating and increased physical activity. Worksite interventions will seek to identify effective worksite wellness strategies already in place, educate businesses on the benefits of implementing wellness programs, and provide resources, tools, and policy suggestions to local businesses to create work environments that promote physical activity and healthy eating. The focus of health care interventions will be to increase the number of health care providers who are either trained in health coaching techniques or who are trained in motivational interviewing, a health coaching technique. Community partnerships will work to coordinate and expand faith based wellness activities as well as create healthy environments and options in restaurants and grocery stores which promote healthy food choices.