Healthy Families, Healthy Communities Barron County

Purpose:

Healthy Families, Health Communities Barron County 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. Partners will do this by utilizing existing institutions, networks and relationships important to a rural community to employ effective public health and health promotion strategies.

The project will achieve these aims by reaching the broad Barron County population with educational programs and motivational messages and by fostering environmental and policy changes to make the social and physical environment more conducive to the prevention and control of obesity.

Addressing local needs of the targeted population in ways that are culturally sensitive and inclusive:

Partners are bringing together constituents at monthly coalition meetings from each of the seven school district communities to identify community strengths and needs. A list of interpreters and translation services has been developed in order to provide project forms / documents into culturally sensitive formats appropriate for the native language of residents. Project partners have created and distributed a Physical Activity Guide listing all Barron County physical activity opportunities which are available to county residents. Surveys are being distributed to local restaurants to identify if restaurants are offering healthy food options, and what challenges are faced by those restaurants offering menu labeling and healthy menu options.

Informed by research, evaluation and systematic data collection:

Partners have compiled seven school district wellness plans and have created a listing of Barron County worksites. Partners have also collected information on resources available to medical practitioners for client education and/or referral related to improving healthy eating and increasing physical activity for clients. A listing of faith-based organizations in Barron County has been compiled. Surveys have been sent to all above mentioned.

Developing new knowledge about best practices in prevention:

Twenty-two WITC nursing instructors will be trained as certified trainers of Motivational Interviewing techniques in January. These techniques will then be incorporated into the associate degree nursing program at Barron County at the Wisconsin Indianhead Technical College Rice Lake campus. A worksite toolkit on best practices to increasing healthy eating and physical activity in rural worksites has been started.

Goal:

To improve health of rural communities, families, and individuals in Barron County through collaborative partnerships and interventions to increase levels of physical activity and healthy eating patterns and decrease overweight and obesity.

Award:

$750,000 over five years

Project Dates:

2/1/2011 to 1/31/2016

Project partners:

- 3-M
- Aging & Disability Resource Center of Barron County
- Augustana Lutheran Church
- Barron County Department of Health and Human Services
- Barron County Safe & Stable Families Coalition
- Boys & Girls Clubs of Barron County
- Cooperative Educational Service Agencies (CESA) 11
- Cumberland Memorial Hospital
- Cumberland School District
- Healthier Cumberland Coalition
- Lakeview Medical Center
- Mayo Clinic Health System-Northland
- Rice Lake Area Free Clinic
- Rice Lake Area School District
- University of Wisconsin Extension-Barron County
- Wisconsin Indianhead Technical College (WITC)
- Medical College of Wisconsin-Department of Medicine