

**Health Priority: Overweight, Obesity and Lack of Physical Activity  
Objective 1: Leadership (Logic Model)**

**Long-term (2010) Subcommittee Outcome Objective:** By 2010, an infrastructure will be in place that fosters the development support, and sustainability of healthy lifestyles among Wisconsin residents.

Long-term outcome objective updated as of: Sept 2004

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/ Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-Term 2008-2010
<p>Funding for hiring staff to support statewide coalition.</p> <p>Staff time, both at state and local levels, to form and sustain statewide coalition.</p> <p>Local staff time to form local coalitions.</p> <p>Funding for statewide coalition operations.</p> <p>Funding for media campaign.</p> <p>Funding for local coalition efforts.</p> <p>Funding to develop, purchase, distribute, and promote best practices programs and materials.</p>	<p>Develop and facilitate coalition.</p> <p>Restructure staffing and/or budget at state level to create/enhance physical activity and obesity prevention programming.</p> <p>Provide technical assistance and oversight to local efforts and progress on other objectives to increase physical activity in children, adolescents, and adults.</p> <p>Develop and conduct a multimedia campaign to promote physical activity and healthy weight.</p> <p>Develop and/or make available affordable best practices materials to promote physical activity and healthy weight.</p> <p>Assure diversity competence when promoting physical</p>	<p>Department of Health and Family Services/Department of Public Health</p> <p>Department of Public Instruction</p> <p>Legislature</p> <p>American Cancer Society</p> <p>American Heart Association</p> <p>Wisconsin Association for Health, Physical Education, Recreation, and Dance</p> <p>Wisconsin Intercollegiate Athletic Association</p> <p>Local organization representatives</p> <p>Tribal health representatives</p> <p>American Council of Exercise</p>	<p>By December 31, 2002, a statewide coalition (see key partners under inputs below) will be established to address overweight, obesity, and physical activity with a detailed plan for statewide leadership and coordination, including support for the development and activities of local coalition efforts (Bergstron, Clark, Hogue, et al., 1996; Melaville and Blank, 1991; Mattessich and Monsey, 1992; Winer and Ray, 1994; Wisconsin Department of Public Instruction, 2000).</p> <p>By December 31, 2003, at least one additional full-time equivalent position, each at the Department of Health and Family Services and the Department of Public Instruction, will be dedicated to addressing physical activity promotion and obesity prevention.</p> <p>By December 31, 2004, increase statewide initiatives/events promoting</p>	<p>By December 31, 2005, ensure that the evaluation plan outlined in this document (for all objectives) is implemented.</p> <p>By December 31, 2006, implement a statewide multimedia campaign focusing on overweight, obesity, and lack of physical activity with the goal of (National Cancer Institute; Weinruch Communications).</p> <ul style="list-style-type: none"> <li>Increasing the proportion of adults and youth with knowledge/awareness of the long-term consequences of overweight, how to achieve a healthy weight, and the benefits of physical activity.</li> <li>Increasing the proportion of adults and youth who report motivation to achieve/maintain a healthy weight and increase physical activity.</li> </ul>	<p>By December 31, 2008, increase the proportion of communities, schools, and other diversity-competent programs/initiatives with access to affordable best-practices programs and materials to promote physical activity and address overweight and obesity.</p> <p>By December 31, 2008, increase statewide advocacy for legislation and state funding that increases physical activity and prevents/reduces overweight and obesity through:</p> <ul style="list-style-type: none"> <li>Insurance coverage for counseling on weight and physical activity.</li> <li>Funding for statewide facilities enhancement (e.g., bike trails, walking paths).</li> <li>Providing community-based nutrition and physical activity professionals in every community.</li> <li>While every community has a Registered Dietitian</li> </ul>

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	<p>activity and healthy weight.</p> <p>Develop and implement outreach and education campaigns targeting and working with communities with disparate prevalence of overweight, obesity, and lack of physical activity.</p>	<p>American College of Sports Medicine</p> <p>Wisconsin Strength and Conditioning Association</p> <p>Private Corporations Foundations</p> <p>Health maintenance organizations/healthcare organizations</p> <p>Health insurance companies</p> <p>Marketing/media</p> <p>Institutions of Higher Education</p> <p>Healthcare professional organizations, including the Wisconsin Dietetic Association and the Wisconsin Dental Association</p> <p>Wisconsin Department of Transportation</p>	<p>physical activity and healthy weight (e.g., Fitness Day at the Capitol, statewide walking day) to the general public, key leaders, and targeted high-risk populations.</p>		<p><i>in the Women, Infants and Children Program, this objective would establish access to nutrition services and community-based nutrition initiatives to all populations. In addition, physical activity professionals would be available in the same manner.</i></p> <ul style="list-style-type: none"> <li>• Supportive school policies and funding.</li> </ul>