

Health Priority: Overweight, Obesity and Lack of Physical Activity
Objective 2: Physical Activity for Children and Adolescents (Logic Model)

Long-term (2010) Subcommittee Outcome Objective: Between 2001 and 2010, increase the proportion of Wisconsin adolescents who report they engaged in at least 30 minutes of moderate physical activity, on five or more of the previous seven days, from 27 percent to 37 percent.

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>School-Based Funding for hiring staff to support statewide coalition.</p> <p>Staff time from partner agencies to provide local and statewide leadership.</p> <p>Leadership/collaboration/partnerships to develop and implement trainings, educational campaign(s), and grassroots organizing. Recommended partners include: Division of Public Health and Department of Public Instruction.</p> <p>School staff time to attend trainings and/or meetings.</p> <p>Student and staff time to conduct and participate in focus groups.</p> <p>Time in the school day for more physical education and time during physical education for more physical activity.</p>	<p>School-Based Form statewide coalition to provide leadership related to physical activity in children and adolescents.</p> <p>Conduct focus groups with children and adolescents regarding interests in, opportunities for and barriers to physical activity.</p> <p>Key informant interviews with administrators and physical education teachers about the opportunities for and barriers to increasing physical activity in the school setting.</p> <p>Training for physical education teachers and coaches on inclusive curriculum.</p> <p>Educational campaigns and/or meetings with school administrators, legislators, teachers, and</p>	<p>School-Based Parents and children</p> <p>Parent Teacher Organizations</p> <p>Wisconsin Intercollegiate Athletic Association</p> <p>Department of Public Instruction</p> <p>Department of Health and Family Services</p> <p>Division of Public Health</p> <p>Governor’s Council on Physical Fitness and Health</p> <p>Physical education teachers</p> <p>School administration</p> <p>Wisconsin Association of Health, Physical Education, Recreation and Dance</p>	<p>School-Based Increase the percentage of schools with policies that promote physical activity. (To include policies such as inclusive curriculum, daily physical education, physical education time spent doing moderate physical activity, certified physical education teachers)</p> <p>Environmental Increase the percentage of schools with facilities that encourage/promote walking and/or biking to school (bike racks, sidewalks, and trails).</p> <p>Increase the percentage of public facilities (e.g., schools, churches, malls, hotels, other community centers) available for physical activity, including extended hours and all seasons.</p>	<p>School-Based Increase the percentage of physical education teachers who use an inclusive curriculum.</p> <p>Increase the percentage of schools with daily physical education.</p> <p>Increase the percentage of time in physical education that is spent doing moderate physical activity.</p> <p>Continue state certification of physical education teachers.</p> <p>Increase the percentage of schools that promote biking or walking to school. [Note: This is beneficial whether a one-time campaign or an ongoing effort.]</p> <p>Environmental Increase the percentage of communities with safe and accessible physical activity facilities.</p>	<p>School-Based School Health Education Profile (SHEP) currently tracks practices and policies related to physical activity in schools.</p> <p>In addition, a survey instrument will be developed and sent to schools to assess progress on all other short-term and medium-term outcomes.</p> <p>Environmental Work with community-based coalitions and/or local public health agencies to administer a formal or informal survey assessing the community environment to include:</p> <ul style="list-style-type: none"> ▪ Public facilities available for physical activity; hours, days of availability, indoor/outdoor facilities; seasonality. ▪ Safety of existing facilities from crime and injury. ▪ Safety of existing and planned neighborhoods

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<p>Funding for focus groups, training(s), and educational campaigns.</p> <p>Environmental Funding for hiring staff to support statewide coalition.</p> <p>Volunteer time, including key leadership, in participating communities.</p> <p>Funding or other resources to support free/low-cost membership or participation.</p> <p>Law enforcement participation.</p> <p>Funding for facilities improvement to prevent injury and improve safety.</p> <p>Health Care System Time to develop and implement training.</p> <p>Health care provider time to attend training.</p> <p>Health care institutions' capacity to offer services – funding to hire staff or establishment of contracts for services.</p>	<p>community members to advocate for and inform regarding school policies that promote physical activity. Content should reflect diversity competence in school policies and training.</p> <p>Grassroots community advocacy for policy change which includes: parents; Parent-Teacher Associations; Parent-Teacher Organizations; school representatives; and physical education teachers.</p> <p>Environmental Conduct focus groups with children and adolescents regarding environmental barriers and potential solutions related to physical activity.</p> <p>Local coalitions made up of the target population(s) will do grassroots advocacy for policy and environmental change.</p>	<p>Local health departments</p> <p>Tribes</p> <p>American College of Sports Medicine</p> <p>American Council on Exercise</p> <p>Environmental Families and parents from target populations</p> <p>Youth organizations/groups</p> <p>Neighborhood associations</p> <p>Community leaders and businesses</p> <p>Department of Transportation</p> <p>City planners</p> <p>School administration</p> <p>Faith-based communities</p> <p>University of Wisconsin Extension</p>	<p>Increase the percentage of walking/biking areas, parks, and playground areas that are safe from crime and injury.</p> <p>Increase the percentage of physical activity facilities that are available free of charge or at low cost</p> <p>Health Care System Increase health care provider knowledge, awareness and skills for motivational interviewing.</p> <p>Increase health care providers' knowledge of physical activity facilities and certified fitness professionals in the community.</p> <p>Increase the percentage of health care institutions with formalized referral linkages to certified fitness professionals.</p> <p>Increase insurance coverage of counseling regarding physical activity.</p>	<p>Health Care System Increase the percentage of health care system policies that promote physical activity.</p> <p>Sedentary Lifestyle Decrease the percentage of children and adolescents with a sedentary lifestyle.</p> <p>Program-Based Increase the percentage of children who participate in youth sports and physical activity programs.</p> <p>Increase the percentage of families who are physically active together.</p>	<p>Inclusion of walking and biking paths and sidewalks in existing and planned neighborhoods.</p> <p>Physical activity facilities available free or low-cost.</p> <p>Health Care System <i>To assess third party payer coverage:</i> Develop and implement a survey of third party payers to measure coverage of physical activity counseling services.</p> <p><i>To assess health care institutions' services:</i> Develop and implement a survey of health care institutions to measure availability of physical-activity professionals who are either on staff or through formal referral linkages.</p> <p><i>To assess individual health care providers' skills and practices:</i> Recommend Bureau of Health Information survey of licensed health care providers include questions to measure:</p>

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<p>Staff and volunteer time of statewide coalition leadership to organize advocacy efforts regarding insurance coverage.</p> <p>Sedentary Lifestyle Funding for promotional campaigns.</p> <p>Local volunteers for special events.</p> <p>Time and commitment from role models.</p> <p>Participation of existing youth programs.</p> <p>Program-Based Staff time to organize media campaign and promotional efforts and conduct training.</p> <p>Funding for promotional/media activities, training.</p> <p>Time investment from program organizers and coaches to attend training.</p>	<p>Local community health advocates will seek funding for facility development and/or improvement. Increase Neighborhood Watch and policing activity. Assure diversity competence in policies and programs at participating sites.</p> <p>Health Care System Training for health care providers on motivational interviewing.</p> <p>Integration of information on the health benefits of physical activity and skills in motivational interviewing into the curriculum for health care professionals.</p> <p>Dissemination of information regarding physical activity facilities and programs to health care providers.</p> <p>Advocacy and policy development for insurance coverage.</p> <p>Health care institutions have identified referral sources for</p>	<p>Local health departments</p> <p>Tribes</p> <p>Department of Health and Family Services</p> <p>Division of Public Health</p> <p>Young Men’s Christian Association</p> <p>Athletic clubs</p> <p>Parks and recreation departments</p> <p>Department of Natural Resources</p> <p>American College of Sports Medicine</p> <p>American Council on Exercise</p> <p>Wisconsin Association of Health, Physical Education, Recreation and Dance</p>	<p>Sedentary Lifestyle Decrease the percentage of time spent watching TV, using computers, and other media.</p> <p>Increase the number of trips made by biking or walking.</p> <p>Increase the percentage of families that are physically active together.</p> <p>Increase proportion of existing youth programs (e.g., Scouts, 4-H) that incorporate physical activity into their programming.</p> <p>Program-Based Increase the percentage of organizers/coaches of youth sports and physical activity programs who are aware of the importance of inclusive policies.</p> <p>Increase the percentage of children and parents who are aware of physical activity programs and how to access them.</p>		<ul style="list-style-type: none"> ▪ Knowledge, awareness, and skills in motivational interviewing. ▪ Counseling and referral practices. <p><i>To assess individual health care provider knowledge of local physical activity resources: Work with community-based coalitions and/or local public health agencies to administer a formal or informal survey assessing the community environment to include knowledge of local physical activity facilities and professionals.</i></p> <p>Sedentary Lifestyle Data on sedentary lifestyle for adolescents is currently gathered on the Youth Risk Behavior Survey.</p> <p>The other outcomes listed here will be recommended for inclusion in this survey instrument and the Family Health Survey.</p>

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	<p>physical activity counseling, either through hiring of staff or establishment of formal referral linkages.</p> <p>Sedentary Lifestyle Conduct focus groups with children and adolescents regarding options for limiting sedentary activity and increasing physical activity.</p> <p>Conduct promotional campaigns that:</p> <ul style="list-style-type: none"> ▪ Promote special events such as TV-Turnoff Week (TV-Turnoff website); Walk to School events (Centers for Disease Control and Prevention); local walks/runs. ▪ Recognize physically active role models. ▪ Promote families being active together. ▪ Assure diversity competence. <p>Program-Based Conduct focus groups with children, adolescents, and parents regarding interest in and barriers to participation in youth sports and activity programs.</p>	<p>Health Care System Healthcare providers</p> <p>Health professional organizations</p> <p>Department of Health and Family Services</p> <p>Division of Public Health</p> <p>Department of Regulation and Licensing</p> <p>Insurance companies</p> <p>Local health departments</p> <p>Tribes</p> <p>Governor’s Council on Physical Fitness and Health</p> <p>American Heart Association</p> <p>American Lung Association</p> <p>American Diabetes Association</p>	<p>Increase the percentage of parents’ and children’s knowledge of the benefits of physical activity.</p> <p>Increase the percentage of children with a positive attitude regarding physical activity.</p>		<p>Program-Based Work with community-based coalitions and/or local public health agencies to administer a formal or informal survey assessing the community environment recommended to include:</p> <ul style="list-style-type: none"> ▪ Awareness of programs. ▪ Knowledge of benefits of physical activity. ▪ Attitude toward physical activity. ▪ <p>Develop and implement a survey of major youth sports organizations to measure number of participants.</p>

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	<p>Promote activity programs such as Badger State Games and local sports teams (e.g., soccer, tennis, softball).</p> <p>Conduct a media campaign regarding joining activities, benefits of physical activity, and attitudes towards physical activity.</p> <p>Provide training and/or information for program organizers/coaches on inclusive sports.</p> <p>Assure diversity competence within the programs.</p>	<p>American Cancer Society</p> <p>University of Wisconsin</p> <p>Institutions of higher education</p> <p>Medical schools</p> <p>Employers</p> <p>American College of Sports Medicine</p> <p>American Council on Exercise</p> <p>State Medical Society</p> <p>Sedentary Lifestyle Parents and children</p> <p>Community leaders</p> <p>Marketing specialists</p> <p>Media</p> <p>Governor’s Council on Physical Fitness and Health</p> <p>American Heart Association</p>			

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