

**Health Priority: Overweight, Obesity and Lack of Physical Activity  
Objective 3: Physical Activity for Adults (Logic Model)**

**Long-term (2010) Subcommittee Outcome Objective:** By 2010, increase the proportion of Wisconsin adults who reported they engaged in any physical activities during the past month from 78 percent to 88 percent.  
Long-term outcome objective updated as of: Sept 2004

**Worksite and Senior Site Based Outcomes**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
<p>Staff time from partner agencies to form and operate a local task force.</p> <p>Funding for task force to conduct outreach and education to worksites and to promote physical activity among Wisconsin’s workforce.</p> <p>Employer support of worksite wellness program through staff time and/or funding.</p>	<p>Form local task force/coalition or similar entity.</p> <p>Conduct outreach and education to worksites about the benefits of promoting and supporting employee physical activity:</p> <ul style="list-style-type: none"> <li>▪ Cost-effectiveness</li> <li>▪ Best practices models from worksites with existing activities.</li> </ul> <p>Conduct media campaign to promote physical activity among working adults and older adults who are not working.</p> <p>Establish worksite wellness programs:</p> <ul style="list-style-type: none"> <li>▪ Based on input from employee surveys</li> <li>▪ Content should reflect diversity competence.</li> </ul>	<p>Wisconsin adults</p> <p>Business associations</p> <p>Unions</p> <p>State and local governments</p> <p>Tribes</p> <p>City councils</p> <p>Insurance companies</p> <p>Media and marketing representatives</p> <p>Health professional organizations</p> <p>Wisconsin affiliates of the American Heart Association, American Cancer Society, and American Diabetes Association</p> <p>Senior centers</p>	<p>Increase the proportion of worksites with physical environments that promote physical activity (e.g., amenities like bike racks, showers, marked/measured walking paths).</p> <p>Increase the proportion of worksites with policies that promote physical activity. For example:</p> <ul style="list-style-type: none"> <li>▪ Flexible work schedules</li> <li>▪ Financial benefits or discounts (directly or through insurance) for participation in physical activity.</li> </ul> <p>Increase the proportion of worksites with on-site and/or employer-sponsored physical activity programs (e.g., bike/walk to work events, classes).</p> <p>Increase the percentage of senior sites/centers that have opportunities for</p>	<p>Increase the proportion of worksites and senior sites that promote physical activity (U.S. Department of Health and Human Services, 1996).</p>	

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**Worksite and Senior Site Based Outcomes**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
		Community leaders Occupational health nurses Physical activity professionals Wisconsin Association of Health, Physical Education, Recreation, and Dance (WAHPERD)	physical activity (e.g., organized walks, exercise classes).		

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**Environmental Outcomes**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
<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>Funding for facilities improvement to prevent injury and improve safety.</p> <p>Law enforcement participation.</p>	<p>Local task forces/coalitions (or similar entities) made up of the target population(s) will do grassroots advocacy for policy and environmental change.</p> <p>Conduct focus groups with adults.</p> <p>Local community health advocates will seek funding for facility development and/or improvement.</p> <p>Increase Neighborhood Watch and policing activity.</p> <p>Assure diversity competence in policies and programs at participating sites.</p>	<p>Adults and families from target populations</p> <p>Neighborhood associations</p> <p>Community leaders and businesses</p> <p>Department of Transportation</p> <p>City and county planners</p> <p>School administrations</p> <p>Faith communities</p> <p>Occupational health nurses</p> <p>University of Wisconsin Extension</p> <p>Institutions of higher education</p> <p>Local health departments</p> <p>Tribes</p> <p>Department of Health and Family Services, Division of Public Health</p>	<p>Increase the percentage of communities with safe and accessible physical activity facilities.</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>Increase the percentage of walking/biking areas, parks, and sidewalks 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>	

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**Environmental Outcomes**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
		YMCA  Athletic clubs, parks, and recreation departments  Department of Natural Resources  American College of Sports Medicine  American Council on Exercise  Other health professional organizations  Wisconsin Association of Health, Physical Education, Recreation and Dance (WAHPERD)			

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**Health Care System**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
<p>Staff 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>Staff and volunteer time of statewide coalition leadership to organize advocacy efforts regarding insurance coverage.</p>	<p>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 physical activity counseling, either through hiring of staff or establishment of formal referral linkages.</p>	<p>Healthcare providers</p> <p>Health professional organizations</p> <p>Department of Health and Family Services, 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>Wisconsin affiliates of the American Heart Association, American Lung Association, American Diabetes Association, and the American Cancer Society</p> <p>University of Wisconsin</p>	<p>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>Increase the percentage of health care system policies that promote physical activity.</p>	

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**Health Care System**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
		Institutions of higher education  Medical schools  American College of Sports Medicine  American Council on Exercise  State Medical Society  Wisconsin’s Chronic Disease Prevention and Health Promotion Cardiovascular Disease Grant  Wisconsin Association of Health, Physical Education, Recreation and Dance (WAHPERD)			

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**Sedentary Lifestyle Outcomes**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
<p>Focus groups with the target population to assess opportunities and barriers to physical activity.</p> <p>Funding for promotional campaigns, local taskforces, and focus groups.</p> <p>Time to attend focus groups.</p> <p>Local volunteers for special events.</p> <p>Form local task force/coalition or similar entity.</p>	<p>Conduct focus groups with adult member of the target population.</p> <p>Conduct promotional campaigns that:</p> <ul style="list-style-type: none"> <li>▪ Promote special events (e.g., No TV Week, Bike to Work Week, local walks/runs).</li> <li>▪ Encourage routine, moderate physical activity.</li> <li>▪ Promote families being active together.</li> <li>▪ Reflect diversity competence.</li> </ul>	<p>Adults and family members</p> <p>Community leaders</p> <p>Marketing specialists and media</p> <p>Governor’s Council on Physical Fitness and Health</p> <p>Wisconsin affiliates of the American Heart Association, American Lung Association, American Diabetes Association, American Cancer Society</p> <p>Health professional organizations</p> <p>YMCA and other service organizations</p> <p>Parks and recreation departments</p> <p>Department of Natural Resources</p>	<p>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>Decrease the proportion of adults with no leisure time physical activity.</p>	

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**Sedentary Lifestyle Outcomes**

Inputs	Outputs		Outcomes – Impact		
	Activities	Participation/Reach	Short-term 2002-2004	Medium-term 2005-2007	Long-term 2008-2010
		Scouts/clubs  University of Wisconsin Extension  Institutions of Higher Education  American College of Sports Medicine  American Council on Exercise  Faith communities  Family resource centers  Local health departments  Tribes  Department of Health and Family Services, Division of Public Health			