

MEETING THE CHALLENGE OF OBESITY PREVENTION

State plan evaluation highlights great progress on infrastructure, resources& interventions

Public Health Problem

- Substantial public health actions by community organizations, businesses and government are needed to reverse the rising trend of obesity in Wisconsin.
- When many partners strive to achieve wide-ranging outcomes it helps to have a plan and assess progress regularly in order to keep partners actively moving forward.
- The Wisconsin Nutrition and Physical Activity Program and what is now called the Wisconsin Partnership for Activity and Nutrition developed a state plan in 2005 outlining strategies for obesity prevention that included over one hundred objectives in seven goal areas over a period of five years.

Program

- The Wisconsin Nutrition and Physical Activity Program, funded by the Centers for Disease Control and Prevention, assessed the status of each of the over one hundred state plan objectives by scoring them on how completely they were met or on the amount of change that had occurred from the baseline measurement at the time the plan was written.
- To arrive at a score for each of the seven goals and for the entire plan as a whole, scores for individual objectives were added and then divided by the total number of objectives.

Impact

- Wisconsin Nutrition and Physical Activity State Plan objectives are fifty percent complete as they near the halfway mark in the plan's timeframe. This is based on a calculation combining fully-completed and partially-completed objectives.
- Progress has been made on almost every state plan objective.
- Partners can now focus on meeting the remaining objectives, revising those that need it, or possibly deleting some that have become outdated based on new information.
- This helpful assessment gives partners interim markers of progress toward reaching the ultimate goal of reducing the rate of obesity in Wisconsin which will realistically take many years.

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