WREN 9-13-13

LIFE in Motion: Fox Cities
Healthy, Sustainable Lifestyles

Fostering Self-Efficacy and Collective Efficacy: At Work, At School, In the Community
Objectives

- Participants will be able to describe the benefits of collective efficacy as the LIFE in Motion format is used to promote healthy, sustainable communities.
- Participants will be able to describe ways to leverage social cohesion within the community to foster healthy, sustainable lifestyles.
- Participants will be able to describe the key strategic directions and the targeted priorities of innovative programs, such as Riverview Gardens.
- Participants will be able to design strategies to use social marketing tools to foster group connections which support healthy, sustainable lifestyle behaviors that extend beyond the school and work setting to the home and community.
Healthy, Sustainable Community
Sweet Spot

Public Health

Economic Stability

Preserve the Environment

Increase the number of Americans healthy at every stage of life.
National Priorities: Sustainable Communities

- Air & water quality
- Basic needs
- Transportation
- Quality of life for all segments of community
- Access to health care-physical, dental, mental
- Educational opportunities-job prep. status
- Urban sprawl vs. industrial development
- Other characteristics???????
17 Federal Agencies
Focused on Promoting Prevention & Wellness

HHS, Agriculture, Education,
FTC, EPA, Dept of Interior,
Dept of Defense, Dept of Housing.,
Dept of Justice,
Dept. of Vet. Affairs,
Office of Management & Budget,
DOT, DOL
National Prevention Strategy
4 Strategic Directions

1) Healthy-and safe community environments:
create, sustain, and recognize communities that promote health and wellness through prevention

- 1 in 10 <age 17 have asthma, inc. in Blacks, Hispanics
- Work-related factors
- Perception of neighborhood safety
2) Clinical and Community Preventive Services:

Ensure that prevention-focused health care and community prevention efforts are available, integrated, and mutually reinforcing.

- < ½ adults up-to-date on screening
- >42,000 deaths prevented with vaccines.
- Asthma $3300/person – prevent with home visits
- >80 M people have not access to fluorinated water /Every $ on FL=$40 savings dental RX
3) Empowered People

- Health information—difficult to understand
  9 in 10 adults have problems using Health Information

- Education, Employment and Health are linked.

Support people in making healthy choices
Healthy Eating Options

The American Way of Eating by Tracie McMillan
4) Elimination of Health Disparities

- Eliminate disparities, improving the quality of life for all Americans.

- Low income neighborhoods less likely to have access to recreational facilities/grocery stores, Inc. # tobacco, alcohol, fast food places

- Exposure to pollution

- Mental Illness/Disabilities more prevalent

- LGBT increased risk
National Prevention Strategy
Priorities

- Tobacco Free Living
- Preventing Drug Abuse and Excessive Alcohol Use
- Healthy Eating
- Active Living
- Injury and Violence Free Living
- Reproductive and Sexual Health
- Mental and Emotional Wellbeing
How?

**Stakeholders**
- Policy makers
- Funders
- Health care professionals
- Employers
- Educators
- Researchers.

**Strategies**
- Policy
- Systems changes
- Environment
- Communications & media
- Program/service delivery
How Leaders can Change the Community Conversation

- Community-based Participatory Research
  - (i.e. LIFE Study)
- Metrics-LIFE in Motion
- Initiatives
  - Well City Fox Cities,
  - Activate Fox Cities
  - Weight of the Fox Cities
  - Riverview Gardens
What is the “Total Community Experience”?

How are you different (original, relevant, defensible)?
Why do you exist?
What is your purpose?

PERCEPTION
- How do community members feel about your community?
- What do you want that perception to be?

INFORMATIONAL
- What products/services do you currently offer to the market?

BEHAVIORAL
- Who are the people who create products and deliver services that impact community quality of life?
- How well do they represent you?

PHYSICAL
- How does the physical environment represent and support who you are and what you do?

Authentic to your vision
Intentionally designed
Integrated

EXPERIENCE
Components

Leader survey
Community survey
4+ Community Focus Groups
10 Expert Sector Panels
Statistical data published by the state and others
Behavioral Risk Factor Surveillance System
Youth Risk Behavior Survey
Selected provider data
A Healthy LIFE

**Strengths**
- Quality of health care
- Expansion of free clinics
- Healthy lifestyle initiatives, such as WCFC.

**Opportunities**
- Access to care (mental, dental, and medical)
- Lifestyle concerns (diabetes and obesity)
- Risky tobacco, alcohol and drug use
- Health of youth
<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Appleton, Menasha, Neenah</td>
<td>Outagamie County</td>
<td>Calumet County</td>
<td>Winnebago County</td>
<td>Oshkosh</td>
<td>Wisconsin</td>
<td>U.S.</td>
</tr>
<tr>
<td>Dental visit in the past year</td>
<td>82%</td>
<td>81%</td>
<td>78%</td>
<td>81%</td>
<td>77%</td>
<td>74%</td>
<td>68%</td>
</tr>
<tr>
<td>Have health insurance</td>
<td>94%</td>
<td>93%</td>
<td>91%</td>
<td>92%</td>
<td>87%</td>
<td>89%</td>
<td>85%</td>
</tr>
<tr>
<td>Did not obtain needed medical care, cost</td>
<td>10%</td>
<td>7%</td>
<td>6%</td>
<td>8%</td>
<td>11%</td>
<td>10%</td>
<td>15%</td>
</tr>
<tr>
<td>Had a routine checkup in the past year</td>
<td>78%</td>
<td>71%</td>
<td>70%</td>
<td>70%</td>
<td>71%</td>
<td>68%</td>
<td>67%</td>
</tr>
<tr>
<td>Report excellent or very good health</td>
<td>55%</td>
<td>59%</td>
<td>57%</td>
<td>57%</td>
<td>53%</td>
<td>57%</td>
<td>53%</td>
</tr>
<tr>
<td>Diagnosed with diabetes</td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
<td>7%</td>
<td>9%</td>
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<tr>
<td>Had a cholesterol screening in the past year</td>
<td>NA</td>
<td>65%</td>
<td>60%</td>
<td>63%</td>
<td>57%</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Had a mammogram in the past year</td>
<td>63%</td>
<td>68%</td>
<td>75%</td>
<td>66%</td>
<td>65%</td>
<td>65%</td>
<td>62%</td>
</tr>
<tr>
<td>Of those who have smoked 100 cigarettes in lifetime, currently smoke</td>
<td>NA</td>
<td>18%</td>
<td>14%</td>
<td>13%</td>
<td>25%</td>
<td>NA*</td>
<td>NA*</td>
</tr>
<tr>
<td>Used alcohol in the past 30 days</td>
<td>64%</td>
<td>67%</td>
<td>68%</td>
<td>69%</td>
<td>65%</td>
<td>66%</td>
<td>52%</td>
</tr>
<tr>
<td>Drank five or more drinks in a row</td>
<td>20%</td>
<td>36%</td>
<td>31%</td>
<td>35%</td>
<td>40%</td>
<td>NA*</td>
<td>NA*</td>
</tr>
<tr>
<td>Moderately exercise 5 or more days a week</td>
<td>46%</td>
<td>43%</td>
<td>49%</td>
<td>48%</td>
<td>50%</td>
<td>56%</td>
<td>53%</td>
</tr>
<tr>
<td>Overweight</td>
<td>34%</td>
<td>34%</td>
<td>37%</td>
<td>35%</td>
<td>29%</td>
<td>37%</td>
<td>36%</td>
</tr>
<tr>
<td>Obese</td>
<td>28%</td>
<td>31%</td>
<td>26%</td>
<td>32%</td>
<td>27%</td>
<td>27%</td>
<td>28%</td>
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</table>

* comparisons not appropriate because the question was asked differently
LIFE in Motion

- Structure, Organization, Activities
- Engaging Leadership Support
- Reaching the Right People-The role of community planning, advocacy and networking
- Using Metrics to inform, inspire and educate the community on selected focus areas
LIFE in Motion: Objectives

- Aid in updating key indicators to keep LIFE in Motion current and relevant.
- Educate community about key community issues and how they relate to improving quality of life.
- Gather key organizations that are working on a topic area. Highlight successful programs and how individuals can get involved. Encourage collaborative discussions to encourage initiatives to provide more solutions community issues.
- Engage a broad range of community members in discussions about community issues during community conversation events; inspire them to take action. Being inclusive is very important.
Basic Needs

Food Share Recipients (YTD Averages)

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
</tr>
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<tbody>
<tr>
<td>Calumet</td>
<td>1,659</td>
<td>2,345</td>
<td>2,721</td>
<td>2,839</td>
<td>3,111</td>
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<tr>
<td>Outagamie</td>
<td>7,712</td>
<td>10,769</td>
<td>12,719</td>
<td>13,564</td>
<td>15,977</td>
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<tr>
<td>Winnebago</td>
<td>9,481</td>
<td>12,677</td>
<td>14,695</td>
<td>15,703</td>
<td>18,780</td>
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Source: WI Dept. of Health Services
## Cultural & Belonging

### Participation rate

<table>
<thead>
<tr>
<th></th>
<th>2008-2009</th>
<th></th>
<th></th>
<th>2009-2010</th>
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<th>2010-2011</th>
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<tr>
<td></td>
<td>Academic</td>
<td>Athletic</td>
<td>Music</td>
<td>Academic</td>
<td>Athletic</td>
<td>Music</td>
<td>Academic</td>
<td>Athletic</td>
<td>Music</td>
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<tr>
<td>Appleton</td>
<td>45.3%</td>
<td>37.5%</td>
<td>28.1%</td>
<td>45.5%</td>
<td>36.9%</td>
<td>28.9%</td>
<td>39.1%</td>
<td>39.2%</td>
<td>27.3%</td>
</tr>
<tr>
<td>Freedom</td>
<td>80.4%</td>
<td>68.2%</td>
<td>13.1%</td>
<td>56.0%</td>
<td>68.2%</td>
<td>26.9%</td>
<td>65.2%</td>
<td>64.2%</td>
<td>28.0%</td>
</tr>
<tr>
<td>Hortonville</td>
<td>16.0%</td>
<td>49.0%</td>
<td>24.5%</td>
<td>25.2%</td>
<td>41.6%</td>
<td>21.3%</td>
<td>29.3%</td>
<td>43.6%</td>
<td>16.6%</td>
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<tr>
<td>Kaukauna</td>
<td>38.9%</td>
<td>38.9%</td>
<td>7.3%</td>
<td>43.1%</td>
<td>39.8%</td>
<td>6.0%</td>
<td>36.9%</td>
<td>41.4%</td>
<td>8.3%</td>
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<tr>
<td>Kimberly</td>
<td>73.5%</td>
<td>57.7%</td>
<td>26.1%</td>
<td>85.4%</td>
<td>61.4%</td>
<td>24.9%</td>
<td>80.5%</td>
<td>54.9%</td>
<td>16.1%</td>
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<tr>
<td>Little Chute</td>
<td>59.4%</td>
<td>53.9%</td>
<td>20.1%</td>
<td>64.2%</td>
<td>53.8%</td>
<td>19.5%</td>
<td>60.0%</td>
<td>54.3%</td>
<td>19.9%</td>
</tr>
<tr>
<td>Menasha</td>
<td>22.8%</td>
<td>32.8%</td>
<td>2.0%</td>
<td>23.0%</td>
<td>33.9%</td>
<td>3.8%</td>
<td>28.8%</td>
<td>36.0%</td>
<td>1.5%</td>
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<tr>
<td>Neenah</td>
<td>28.1%</td>
<td>29.5%</td>
<td>4.4%</td>
<td>30.5%</td>
<td>30.8%</td>
<td>5.8%</td>
<td>19.4%</td>
<td>33.3%</td>
<td>3.5%</td>
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</tbody>
</table>

Graph Title: Student Participation (Grades 6-12) in Extra-/Co-Curricular Activities

Source: WI Department of Public Instruction

http://apps2.dpi.wi.gov/sdpr/spr.action
Economy

Unemployment

<table>
<thead>
<tr>
<th>Location</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calumet</td>
<td>4.20%</td>
<td>7.80%</td>
<td>6.60%</td>
<td>5.70%</td>
</tr>
<tr>
<td>Outagamie</td>
<td>4.60%</td>
<td>8.50%</td>
<td>8.10%</td>
<td>7%</td>
</tr>
<tr>
<td>Winnebago</td>
<td>4.30%</td>
<td>7.80%</td>
<td>7.40%</td>
<td>6.60%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>4.80%</td>
<td>8.70%</td>
<td>8.50%</td>
<td>7.50%</td>
</tr>
<tr>
<td>U.S.</td>
<td>5.80%</td>
<td>9.30%</td>
<td>9.60%</td>
<td>8.90%</td>
</tr>
</tbody>
</table>

Graph Title: Annual Unemployment

Source: Wisconsin Worknet

Definition: Percent of adults in the workforce who are not employed

Figure 1 Pg. 104 In LIFE Study http://www.foxcitieslifestudy.org/

For more information on unemployment:


### Education

#### Percentage of Students

<table>
<thead>
<tr>
<th></th>
<th>2009-2010</th>
<th>2010-2011</th>
<th>2011-2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appleton</td>
<td>80.30%</td>
<td>80.20%</td>
<td>80%</td>
</tr>
<tr>
<td>Freedom</td>
<td>88.90%</td>
<td>92.90%</td>
<td>87%</td>
</tr>
<tr>
<td>Hortonville</td>
<td>91.70%</td>
<td>90%</td>
<td>84%</td>
</tr>
<tr>
<td>Kaukauna</td>
<td>80.60%</td>
<td>83%</td>
<td>82.20%</td>
</tr>
<tr>
<td>Kimberly</td>
<td>87.30%</td>
<td>86.40%</td>
<td>88.30%</td>
</tr>
<tr>
<td>Little Chute</td>
<td>90.20%</td>
<td>82.10%</td>
<td>80.60%</td>
</tr>
<tr>
<td>Menasha</td>
<td>72.00%</td>
<td>73%</td>
<td>73.40%</td>
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<tr>
<td>Neenah</td>
<td>87.50%</td>
<td>88.10%</td>
<td>86.30%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>79.20%</td>
<td>80.10%</td>
<td>79.70%</td>
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</tbody>
</table>

**Graph Title:** 3rd Graders Reading at Proficient or Advanced Level

**Source:** WI Department of Public Instruction

[http://apps2.dpi.wi.gov/sdpr/spr.action](http://apps2.dpi.wi.gov/sdpr/spr.action)
## Environment

### Resource Conservation

**Pounds**

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
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<tr>
<td>Calumet</td>
<td>141.94</td>
<td>142.98</td>
<td>151.04</td>
</tr>
<tr>
<td>Outagamie</td>
<td>166.08</td>
<td>154.91</td>
<td>155.39</td>
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<tr>
<td>Winnebago</td>
<td>162.57</td>
<td>162.7</td>
<td>160.76</td>
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</tbody>
</table>

**Graph Title:** Waste Recycled Per Capita

**Source:** WI Department of Natural Resources

**Definition:** The amount of waste being recycled per person
### Health & Wellness

#### Obesity

<table>
<thead>
<tr>
<th></th>
<th>Fox Cities 2005</th>
<th>Fox Cities 2010</th>
<th>Wisconsin 2010</th>
<th>U.S. 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obese</td>
<td>23%</td>
<td>28%</td>
<td>27%</td>
<td>28%</td>
</tr>
<tr>
<td>Overweight</td>
<td>38%</td>
<td>34%</td>
<td>37%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Graph title: Percent of Adults that are Overweight or Obese, Fox Cities

Source: 2010 Fox Cities BRFSS

[http://www.foxcitieslifestudy.org/resources/behavioralriskstudy.pdf](http://www.foxcitieslifestudy.org/resources/behavioralriskstudy.pdf)

Updates anticipated in 2013

Definition: Obesity is classified by body mass index. A body mass index of 30 or higher is considered obese

Figure 3 Pg. 38 In LIFE Study [http://www.foxcitieslifestudy.org/](http://www.foxcitieslifestudy.org/)

For more information on Behavioral Risk Factor Surveillance System:

<table>
<thead>
<tr>
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<th>2009</th>
<th>2008</th>
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<tbody>
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<td>Calumet</td>
<td>18.9</td>
<td>15.1</td>
<td>16.7</td>
<td>19.6</td>
</tr>
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<td>Outagamie</td>
<td>36.9</td>
<td>44.7</td>
<td>43.5</td>
<td>35.2</td>
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<tr>
<td>Winnebago</td>
<td>40.4</td>
<td>49.7</td>
<td>43.9</td>
<td>42.5</td>
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<tr>
<td>Wisconsin</td>
<td>28.8</td>
<td>30.3</td>
<td>29</td>
<td>30</td>
</tr>
</tbody>
</table>

Graph Title: Rate of Reported Cases of Child Abuse and Neglect

Source: WI Department of Children and Families
A Healthy LIFE

Highlighted Indicators

- Percent of births with prenatal care
- Teen birth rate
- Suicide rate
- Adult tobacco, drug, and alcohol use
- Adult obesity rate
- Youth tobacco, drug, and alcohol use
Declining health status

55% of adults rated their health status as very good or excellent, compared to

- 59% in 2005
- 64% in 2000

-Behavioral Risk Factor Survey, 2010
Weight of the Fox Valley Initiative-March Meetings

- 150 leaders conversation
- Vision defined
- Inventory of present activities
- Next Steps
Community Views
Weight of the Fox Valley: Next Steps

- Determine Ongoing Steering Committee
- Confirm Vision
- Establish Priorities
- Determine Action Plans
- Track progress via LIFE in Motion
Riverview Gardens Project
Create a financial engine through the development of a thriving, market-based garden enterprise

• Engage local outreach organizations in collaborative programming and services to enhance our mission and theirs
• Engage community leaders in a dialog about new strategies for ending poverty, homelessness, and unemployment
• Encourage the involvement of a broad spectrum of community members in volunteerism.
• Change our community’s perceptions of people in need.
Riverview Gardens

- Growing
- Sharing
- Selling
<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Web</th>
<th>Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dan &amp; Becca James</td>
<td>Durango, CO</td>
<td><a href="www.jamesranch.net/cheese">www.jamesranch.net/cheese</a></td>
<td>cheese</td>
</tr>
<tr>
<td>Samantha Johnson</td>
<td>Durango, CO</td>
<td></td>
<td>raw food cook</td>
</tr>
<tr>
<td>Julian Gervreau</td>
<td>Healdsburg, CA</td>
<td><a href="www.original-matters.com">www.original-matters.com</a></td>
<td>organic wine</td>
</tr>
<tr>
<td>Alex Hill</td>
<td>Healdsburg, CA</td>
<td><a href="www.DiscoverwineCountry.tv">www.DiscoverwineCountry.tv</a></td>
<td>mushrooms</td>
</tr>
<tr>
<td>Jamie Peterson</td>
<td>Dry Creek, Healdsburg, CA</td>
<td><a href="www.petersonwinery.com">www.petersonwinery.com</a></td>
<td>wine</td>
</tr>
<tr>
<td>Gabrielle Langholtz</td>
<td>Brooklyn, NY</td>
<td><a href="www.ediblemanhattan.com">www.ediblemanhattan.com</a></td>
<td>editor</td>
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<td></td>
<td></td>
<td><a href="www.ediblebrooklyn.com">www.ediblebrooklyn.com</a></td>
<td></td>
</tr>
<tr>
<td>Jen Small/Mike Yezzi</td>
<td>Sushan, NY</td>
<td><a href="www.flyingpigsfarm.com">www.flyingpigsfarm.com</a></td>
<td>pork</td>
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<td>Shannon Heyes</td>
<td>Schohaire County, NY</td>
<td><a href="www.shannonhayes.info">www.shannonhayes.info</a></td>
<td>writer</td>
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<tr>
<td>The Shaw family</td>
<td>Greenwich, NY</td>
<td></td>
<td>Garden of Spices</td>
</tr>
<tr>
<td>Josh Viertel/Juliana Sabinson</td>
<td>Newhaven CT</td>
<td><a href="www.slowfoodsusa.com">www.slowfoodsusa.com</a></td>
<td>vegeable farm</td>
</tr>
</tbody>
</table>
Community Center

- Seminars
- Meetings
- Special Events
- Weddings
- Dinners
- Receptions
Trails

- Walking
- Running
- Bicycling
- Mountain Biking
- Hiking
- Snowshoeing
- Cross country skiing
- Picnicking
- And more!
Service Works

- Transferable work skills
- Mentoring
- Education
The Test

- Is this healthy?
- Is this safe?
- Will this protect and preserve our natural environment?
- Is this the best use of our resources (people, financial, material)?
- Is this effort sustainable over time?
Employers and employees all have a stewardship role in promoting healthy, safe, sustainable communities. School-based, workplace-based and family-focused HS³ collaborative efforts can increase self-efficacy, collective efficacy and the capacity to improve and enhance overall community health.

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