

Healthy Living Collaboration 2016-2020 Plan

Goal: Make Healthy Eating the Easy Choice

Objective	Strategies/ Action Steps
<p>1. By 2020 create a community environment that encourages children and adults to make healthy eating choices.</p>	<p>Birth through five</p> <ul style="list-style-type: none"> • Learn and explore current state of birth through five evidenced-based strategies Connect with the Parenting Place for Birth-3 programs. • Encourage daycares and Head Start sites to implement evidenced-based strategies that support and encourage breastfeeding, healthy food choices and nutrition/health education. • Explore other evidenced based strategies to support breastfeeding in workplaces and other community locations.
	<p>School</p> <ul style="list-style-type: none"> • Support school systems to purchase local foods and participate in Farm2School programming. • Work with school systems staff and students to revise and update school wellness policies to include strategies that support healthy eating, local purchasing, nutrition education and Farm2School. • Support school systems, parents, staff and students to create and maintain gardens at area schools, using produce in school meals when feasible. • Encourage schools to facilitate healthy, affordable concession options at school functions and community events. • Work with school systems to ensure healthy options are offered and that the environment supports healthy choices such as school a la carte menus, school stores, vending machines, fundraising opportunities, snacks at school etc...
	<p>Community</p> <ul style="list-style-type: none"> • Encourage youth serving organizations to implement internal policy, system and environmental strategies that support healthy food choices and nutrition education. • Encourage food service establishments (restaurants, quick service and convenience stores) to post the nutritional content of their menu offerings and/or to help patrons identify healthy options in their establishments. • Maintain and promote use of a dining guide that identifies area restaurants that have offerings and practices that encourage healthy eating. • Work with community groups to ensure healthy, affordable concession options are available at community events utilizing competitive pricing when feasible. • Encourage the creation, growth and maintenance of a sustainable community food system through initiatives such as community gardens, farmers’ markets, healthy food pantries, food forests and other strategies to improve availability and consumption of healthy foods. • Work with parents to promote healthy eating in their families. Engage parents to develop healthy practices at home – consider focus on family meals. • Encourage the promotion of strategies that address health inequalities and provide access to healthy foods such as EBT capacity at area farmers markets. • Determine the level of food insecurity in food deserts in La Crosse County. Review results from the Food Insecurity study conducted in one of the census tracts in La Crosse County and develop strategies. • Learn and explore current state of evidence-based strategies for healthy eating within the aging population. • Educate policy makers on benefits of and public support for healthy eating initiatives.
	<p>Worksites</p> <ul style="list-style-type: none"> • Support businesses, worksites and other community sites to improve the nutrition environment and implement strategies that support healthy eating, such as healthy check out aisles, promotional displays, cooking demonstrations and taste tests.

Healthy Living Collaboration 2016-2020 Plan

Goal: Make an active lifestyle the easy choice

Objective	Strategies/ Action Steps
2. By 2020 create a community environment that encourages children and adults to be physically active.	Birth through five <ul style="list-style-type: none"> • Learn and explore current state of birth through five evidence-based strategies • Encourage daycares and Head Start sites to implement evidence-based strategies that support the recommended amount of daily physical activity.
	School <ul style="list-style-type: none"> • Work with school systems to increase the number of schools participating in the Safe Routes to School Program (SRTS). • Work with school systems to increase the number of schools offering “Active Schools” strategies. • Support school systems, parents, staff and students to revise and update school building and district wellness policies to include strategies that support physical activity, before, during and after-school.
	Community <ul style="list-style-type: none"> • Encourage community organizations to educate students and families on how to make physical activity a part of their daily routines through education and earned media. (Parks after dark, free play, educating parents on controlling technology, bike-to-work week, regional bike and hiking maps, and activity challenges.) • Increase access to free or low cost opportunities to be physically active such as open gyms, adult playgrounds and fitness classes with a focus on areas in need. Focus on safe access, neighborhood level work, promotion of programs. • Work with the community to ensure that the environment supports physical activity such as Complete Streets initiatives and Bike Ped projects. • Educate policy makers on benefits of and public support for physical activity initiatives. • Educate public on policies that limit physical activity and how to advocate for policies that support physical activity. • Review Bike Share feasibility study and progress towards implementation. • Learn and explore current state of evidence-based strategies for encouraging physical activity among the aging population.
	Worksites <ul style="list-style-type: none"> • Work with businesses and worksites to develop options for incorporating physical activity into the work day including active commuting, worksite wellness programming, etc. Focus on work/life balance, importance of self-care, low-wage workers.

Healthy Living Collaboration 2016-2020 Plan

Goal: Make a tobacco free lifestyle the easy choice

Objective	Strategies/ Action Steps
<p>3. By 2020 create a community environment that encourages children and adults to live tobacco-free.</p>	<p>Birth-12th Grade</p> <ul style="list-style-type: none"> • Conduct annual WI WINS compliance checks to maintain low sale rates of tobacco products to those under age 18. Focus on family and social access to tobacco. • Conduct monthly outreach presentations on OTP to health care, youth, community, and parent groups to educate about health hazards and marketing of these products to youth. • Maintain one active FACT group and conduct outreach through youth service agencies as part of TPCP contract. • Work with youth serving agencies to explore low-cost or free tobacco cessation for youth in youth-friendly settings and explore ways to make the programming sustainable. • Explore evidenced-based strategies to decrease smoking during pregnancy and second hand smoke exposure for children.
	<p>Community</p> <ul style="list-style-type: none"> • Maintain support for comprehensive tobacco prevention programs. Educate local, state and national policy makers on the importance of preventing tobacco use as a preventive health strategy. • Explore evidence-based strategies to decrease tobacco advertising. • Explore evidence-based strategies to support programming to replace tobacco. • Conduct activities to educate families on the importance of adopting tobacco-free home and vehicle policies. • Assess the current availability of smoke-free multi-unit housing available in La Crosse County and conduct outreach to educate rental property owners and tenants of the need for tobacco-free rental policies. • Support work of local agencies in adopting/revising tobacco-free campus policies such as GHS, MCHS, LHI, WTC, UW-L and Viterbo. • Support and educate festival organizers in making policy changes that make events tobacco-free. • Educate the community about the research regarding 3rd hand smoke and its risks. • Promote creative ways to encourage participation in low cost or free tobacco cessation programming. • Educate policy makers on benefits of, and public support for, smoke-free/tobacco-free parks, outdoor facilities and OTP taxes.
	<p>Worksites</p> <ul style="list-style-type: none"> • Continue to promote compliance of worksites with the WI smoke-free worksite law implemented in 2010, and address non-compliance reports. By 2020, address any non-compliance reports with a joint education and enforcement message. • Explore feasibility of tobacco-free campus worksites.