Minutes
UW School of Medicine and Public Health (UW SMPH)
Wisconsin Partnership Program (WPP)
Targeted Obesity Initiative Planning Committee
April 18, 2013 at 2:00PM – Room 3330 Health Sciences Learning Center

Members Present:  Alex Adams, Vince Cryns, Amy Meinen, Paul Moberg, Rick Moss, Dale Schoeller, Kenneth Taylor

Members Absent:  Aaron Carrel, David Gutterman, Javier Nieto, Mary Pesik, Pat Remington, Karen Timberlake

Staff:  Mary Jo Knobloch, Amy Korth, Tonya Mathison, Eileen Smith

1. Call meeting to order

Adams called the meeting to order at 2:05 p.m.

2. Follow-up items from April 4, 2013 meeting

Decision on meeting minutes
Moss seconded a motion by Schoeller to approve the draft April 4, 2013 minutes. The motion passed by unanimous vote.

Handouts
Korth provided an overview of a number of handouts which provided background on obesity related work in Wisconsin. She also briefly introduced the CDC-funded “Shape-up Somerville: Eat Smart,” an environmental change intervention designed to prevent obesity in culturally diverse, high-risk, early-elementary school children.

3. Proposed structure for UW Center for Obesity Policy, Prevention and Intervention

Adams provided an overview of the proposed structure for a UW Center for Obesity Policy, Prevention and Intervention. The main structure includes the Wisconsin Obesity Prevention Network (WOPN), the Nutrition and Obesity Research Center (NORC) and the Prevention Research Center (PRC). WOPN will serve as the “backbone” of the targeted obesity initiative and will convene and coordinate obesity related efforts of agencies both internal and external to the University. It is anticipated that infrastructure support will be provided other WPP-funded programs.

The committee discussed the level of detail required in the plan to be submitted to the Partnership Education and Research Committee. Smith clarified that the plan must provide the scope and dimensions of the initiative while enabling flexibility in terms of implementation. Moss added that WOPN’s role related to advocacy and policy will be an important element of the plan.

4. Special Initiative--Target audience discussion

Adams reported on the discussion during the April 4, 2013 meeting, which resulted in consensus to focus on children with the idea that the initiative will have a secondary impact on parents and families and a tertiary impact on communities (e.g., schools, early childhood, etc.).
5. **Group discussion:** React to example logic model (Tobacco), inform possible logic model priorities (below), and begin to draft the obesity initiatives logic model

Adams introduced the idea of using logic models to help frame the plan for the targeted obesity initiative. First, one must consider long-term outcomes, then medium- and short-term outcomes along with specific outputs, activities and inputs.

Meinen opened discussion of policy/system/environmental changes related to obesity. She explained that system level change can impact individual behavior which can lead to a reduction in the rates of obesity and ultimately a reduction in obesity-related chronic diseases. There was some discussion of not only reducing chronic disease overall, but also reducing health disparities.

Meinen presented three sample logic models: (1) community/comprehensive model, (2) single intervention model, (3) mixed method model. After much discussion, the committee asked planning committee staff to further develop the community/comprehensive model and the single intervention model and asked that the models articulate the roles of WOPN, NORC and PRC. The logic models will be sent to the committee in advance of the next meeting for input and feedback.

6. **Wrap up/Goals for next meeting**

Adams adjourned the meeting at 3:30 p.m.

Recorder, Tonya Mathison