Members Present: Alex Adams, Vince Cryns, David Gutterman (phone), Amy Meinen, Paul Moberg, Rick Moss, Javier Nieto, Mary Pesik, Dale Schoeller, Kenneth Taylor, Karen Timberlake

Members Absent: Aaron Carrel, Pat Remington

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

1. Call meeting to order

Adams called the meeting to order at 10:30 a.m.

2. Decision on draft March 15, 2013 minutes

Moberg seconded a motion by Taylor to approve the draft March 15, 2013 minutes. The motion passed by unanimous vote.

3. Follow up items from March 15 meeting

Alvig presented a map of WPP OAC-funded projects on obesity prevention. She clarified that the map included only a subset of WPP’s obesity prevention awards.

Alvig provided an overview and description of the following data sets: Behavioral Risk Factor Surveillance System (BRFSS), Youth BRFSS, School Health Index/Profiles, Oral Health Survey and Maternity Practices in Infant Nutrition and Care. She also mentioned the Survey of the Health of Wisconsin, PHINEX (Public Health Infrastructure Improvement), Fitness Gram and County Health Rankings. Meinen indicated that this was meant to be an introduction on available data. She anticipates presentations from fellow planning committee members on data sources at future meetings. She noted in particular that Javier Nieto and Aaron Carrel will respectively present data on SHOW and Fitness Gram. Pesik clarified that the Pediatric Nutrition Surveillance System no longer exists, but has data through 2011. There are alternative sources of this data. Timberlake noted emerging data from the Wisconsin State Health Information Network.

Timberlake provided an overview of Transform Wisconsin, a grant program administered by the Wisconsin Clearinghouse for Prevention Services that is funded by the CDC. To date, Transform Wisconsin has funded 30 community grants totaling $6.6 million. Funds support community coalitions led by local health departments or non-profit agencies to implement proven strategies that prevent disease. Topic areas include active communities, healthy food system and tobacco-free. Timberlake provided additional information on the CDC’s goals related to food systems and active communities. The Wisconsin Obesity Prevention Network is engaged in Transform Wisconsin’s efforts.

4. WOPN shared agenda setting team

Meinen reported on the inaugural meeting of the Wisconsin Obesity Prevention Network (WOPN) which took place on March 22 and included nearly 50 participants representing communities, research, advocacy, funders, and state agencies. The meeting resulted in consensus on using collective impact to develop a statewide systems approach to address obesity. In April, WOPN will focus on establishing infrastructure support and developing a shared agenda. There will be stakeholder interviews in May to
identify major priorities. WOPN’s early work will help inform this planning committee (WPP Targeted Obesity Initiative Planning Committee).

Taylor spoke in favor of collective impact, but noted that this requires not only resources but a sense of urgency for change. He questioned whether the urgency for change exists around obesity prevention in Wisconsin. Meinen responded that a survey will be going out to over 700 individuals to help identify those interested in and working on this issue. Taylor noted it will take more than those who work day in and day out on this issue. It will also require a substantial public investment with messaging and communication. Meinen reported that the Wisconsin Health Equity Alliance is building public will around health topics. Adams noted that many health care systems are moving toward being Accountable Care Organizations and as such will be required to measure and monitor BMI in children and adults. Therefore, clinicians will have to address abnormal measurements. Cryns added that two-thirds of obese people have never been told by their doctor they are obese or how to address it. Adams indicated that local media access is a useful communications tool. Smith added that the WPP Five-Year Plan will bring a lot of attention to this issue.

5. Group discussion: Beginning to develop plan

Adams presented a SWOT analysis on obesity prevention in Wisconsin and introduced discussion of the potential scope of the WPP targeted initiative including the geographic area (entire state vs. specific communities), target audience (entire lifespan vs. children) and research spectrum (basic to applied).

Given limited resources, Taylor recommended focusing on low income and minority communities. Moss agreed that focus at this stage is critical to moving the initiative forward. He added that the WPP’s funding is meant to serve as start-up support for a targeted initiative that will be sustained with other sources of funding over the long-term. However, the ultimate long-term goal should be to address obesity state-wide. Adams agreed with a focus on low income and minority communities which are areas of higher risk. She noted however that those communities are also more difficult to work in due to complex system issues including poverty and isolation. She turned the focus on systems approaches and gave a successful example in early childhood. DHS successfully developed training in daycare and home childcare settings aimed at getting children more active. It worked and is now being piloted in minority and low income settings.

With regard to lifespan, Pesik recommended focusing on children and youth. Schoeller noted that scientific evidence shows that adult interventions are not as effective over the long-term as those targeting children. Nieto disagreed with limiting by age and suggested broadening the scope to the entire population. Interventions should focus on communities with an impact on all ages. Adams reported that evidence shows success in treating children, but parents must be engaged. Nieto strongly pushed for a statewide obesity prevention program given that 70% of adults are overweight or obese. Cryns agreed with targeting the whole family. Smith commented that the scope of the initiative must be manageable. Several Partnership Education and Research Committee (PERC) members have shared their concerns about an initiative that is too big to manage. The intended outcomes and accomplishments must be very clearly defined. Moss recommended a staged plan with early successes to ensure feasibility and sustainability of later stages. Moberg added that the initiative could delineate primary and secondary outcomes.

In response to a question by Cryns, Adams clarified that the planning committee must develop a plan for consideration by PERC which will be included in the WPP’s next Five Year Plan. Smith added that the plan is meant to give the WPP guidance and direction on the development of a targeted obesity
Moss noted that PERC is skeptical of a broad approach to a problem that has not been successfully addressed broadly at the federal level. The planning committee, as a group of experts, is charged with making a recommendation with a compelling rationale for success within the financial guidelines set by PERC. Adams noted that there are many partners working on this topic, and that the planning committee must consider what PERC can contribute to these efforts.

6. **Adjourn – Next meeting April 18, 2-4pm, 3330 HSLC**

Adams adjourned the meeting at 11:35 a.m.

Recorder, Tonya Mathison