Members Present: Alex Adams (phone), Aaron Carrel, David Gutterman (phone), Amy Meinen, Rick Moss, Javier Nieto, Mary Pesik, Pat Remington, Dale Schoeller, Kenneth Taylor

Members Absent: Vince Cryns, Paul Moberg, Karen Timberlake

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

Guest: Moira Urich (WPP consultant)

1. Call meeting to order

Adams asked Schoeller to chair the meeting since Adams had to participate by phone. Schoeller called the meeting to order at 1:10 p.m.

2. Follow-up items from April 18, 2013 meeting

Review and approve meeting minutes

Taylor seconded a motion by Remington to approve the draft April 18, 2013 minutes. The motion passed by unanimous vote.

Communities Putting Prevention to Work results

Pesik presented an overview of Communities Putting Prevention to Work – a concluded two-year CDC grant to Wisconsin DHS to implement a systems or environmental change strategy. Wisconsin’s strategy was to change the amount and quality of daily physical activity in schools and childcare. Sub-awards of $2.2 million went to La Crosse and Wood Counties to implement physical activity and nutrition strategies in their communities; approaches included safe routes to school, farm to school, active kids and menu labeling. Pesik reported that this work advanced environmental and policy changes in both counties. In response to a question from Remington about the funding amount and duration, Pesik responded that allowing for a planning period would have been helpful along with providing funding for staff. This would help ensure lasting change.

3. Special initiative logic model options

Meinen introduced discussion of two logic models: (1) single, targeted intervention, and (2) community-wide, comprehensive. The single, targeted intervention would apply one selected intervention across multiple sites, whereas the community-wide, comprehensive approach would apply multiple interventions across multiple sites. Meinen and Korth designed both models to lead to policy, system and/or environmental change.

Planning committee discussion focused on the following topics:

- Impact: Comprehensive multi-site community-level interventions are needed to address Wisconsin’s obesity epidemic in a meaningful way. Given limited funding, it may be best to conduct observational research in order to contribute to increasing awareness throughout the state, or in specific communities, e.g., look for predictors of change. This type of research could lead to the greatest impact through policy change. One option that was discussed was the development of a robust statewide county-based surveillance system for childhood obesity.
- Leverage: Importance of leveraging the WPP’s investment in a targeted obesity initiative.
• Infrastructure:
  o Wisconsin Obesity Prevention Network (WOPN). One role for WOPN is to convene and coordinate obesity related efforts, for example, around communication/public relations to increase public awareness.
  o Prevention Research Center (PRC). Once established, the PRC could be used to address the need for providing technical assistance related to obesity prevention.
  o Nutrition and Obesity Research Center (NORC)
  o Survey of the Health of Wisconsin. SHOW has a number of data sources that could be used to help identify intervention neighborhoods. It can also be used to collect data over time.

4. Additional details needed to complete Five-Year Plan

Smith reported that PERC launched the development of the targeted obesity initiative and will allocate specific funding for the initiative, whereas OAC’s commitment will likely come through its existing grants programs, in particular, the Community-Academic Partnership Fund.

5. Wrap Up/Goals for next meeting

Meinen outlined the agenda for the remaining planning committee meetings. The May 24 meeting will focus on building consensus on the details of the obesity initiative. On June 3, Meinen hopes to get input from the planning committee on a draft plan which will be presented to PERC and OAC later in June. An additional meeting of the planning committee will take place on June 17 or 24 to give the planning committee an opportunity to review the final report which will go to the PERC for approval in July. OAC will also receive the final report in July.

6. Adjourn – Next meeting, Friday, May 24, 1:00 – 2:30 p.m., Room 4201 HSLC

Schoeller adjourned the meeting at 2:30 p.m.

Recorder, Tonya Mathison