Minutes
UW School of Medicine and Public Health (UW SMPH)
Wisconsin Partnership Program (WPP)
Targeted Obesity Initiative Planning Committee
May 24, 2013 at 1:00PM – Room 4201 Health Sciences Learning Center

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

Members Absent: Aaron Carrel, Rick Moss, Kenneth Taylor

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

Guest: Moira Urich (WPP consultant)

1. Call meeting to order

Adams called the meeting to order at 1:05 p.m.

2. Follow-up items from May 10, 2013 meeting

Review and approve meeting minutes
The draft May 10, 2013 meeting minutes were unanimously approved.

Wisconsin Obesity Prevention Partner Survey--Preliminary Results
Meinen and Moberg shared the preliminary results to date of the Wisconsin Obesity Prevention Network (WOPN) partner survey. The survey, which thus far resulted in 204 responses, was designed to identify strengths and gaps as well as potential opportunities to strengthen and amplify obesity-related efforts in Wisconsin. The survey included a question from the WPP on the development of a targeted initiative to address obesity.

3. Adding Detail to the Special Initiative

Based on the planning committee’s earlier discussions, Meinen presented a draft comprehensive logic model for the proposed targeted obesity initiative with the following three components: (1) local/multi-level community change, (2) childhood obesity surveillance system, and (3) state/public will and communication. The organizational structure is an overarching component which includes WOPN, the Nutrition and Obesity Research Center (NORC) and the Prevention Research Center along with external partners in government, advocacy organizations and communities as well as potential funding partners and infrastructure support. WOPN’s role will include coordinating and assisting communities, aligning activities, guiding the overall vision and strategy, helping disseminate results and building public will.

To open discussion on development of a childhood obesity surveillance system, Moberg presented on the Wisconsin Partnership for Childhood Fitness, a WPP funded grant with the goals of increasing the number of physically fit youth and reducing the number of overweight and inactive youth. The project implemented FitnessGram, a fitness assessment and reporting program for youth, statewide in 680 schools with 71% of Wisconsin adolescents tested annually. The data shows large disparities in aerobic fitness in economically disadvantaged and minority populations.

Nieto presented preliminary data on obesity prevalence and correlates collected by the Survey of the Health of Wisconsin between 2008 and 2011. SHOW is an independent annual health survey of representative samples of state residents and communities with 800-1,000 participants between the ages of 21 and 74 each year. He gave examples of mini-SHOWs which allowed rigorous evaluation of the
effectiveness of particular programs with before and after data and comparisons to state-wide trends. SHOW can track changes in weight, proper nutrition and physical activity.

Discussion focused on:

- **Staggering implementation of each of the three components.** It will be important to have the surveillance system in place prior to implementing a community intervention. However, the plans for the intervention must be in place to ensure surveillance system is designed to collect the correct baseline data to allow for analysis.
- **Organizational structure**
  - Roles of Director and Executive Committee should be marked as “future”
- **Community intervention**
  - Could frame this in context of ongoing interventions and bring to scale
  - Focus on demonstrating feasibility
  - Must balance selecting communities with capacity for intervention and those with less capacity, which tend to have higher disparities
- **Surveillance systems**
  - Leverage data from surveillance systems already in place in Wisconsin
  - Pull from existing capacity of UW faculty surveillance system experts
  - Since intervention population-based, the surveillance system should be too, i.e., Fitness Gram may serve as a model, but may not align with intervention
  - Must have statewide data as well as data from the targeted intervention communities
- **Public will/Communication**
  - Dissemination: Focus on translating research into practice and policy change
  - Build strategic partnerships, e.g., Wisconsin Division of Public Health, the UW Population Health Institute, and the Wisconsin Clearinghouse
  - Implement statewide messaging to educate public on obesity epidemic

4. **Wrap Up/Goals for next meeting, June 3, 1:00-2:30pm/Adjourn**

Adams adjourned the meeting at 2:45 p.m.

Recorder, Tonya Mathison