



COMMUNITY GRANT OUTCOME REPORT

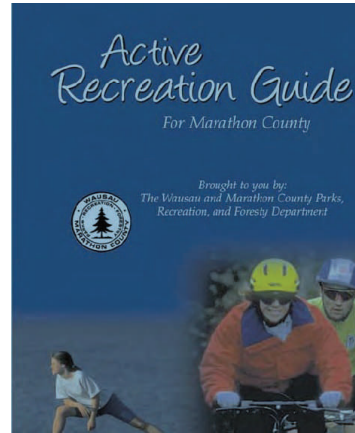
Footprints to Health

Supporting youth physical activity and nutrition

Marathon County project mobilizes community resources to improve nutrition and increase physical activity while creating new infrastructure

► **Description:** Footprints to Health marshaled community resources around the goal of improved childhood nutrition and increased physical activity in Marathon County. Working in partnership with school wellness teams in six elementary schools and one junior high, the project proposed four key objectives including: implementation family activities and education programs; creation of safe routes to schools; production of an active recreation resource guide; and adoption of evidence-based treatment guidelines on overweight and obesity by county doctors.

► **Results:** All four main objectives were achieved. The project accelerated Marathon County's work on obesity issues, building a coalition that included unanticipated support from community agencies. School wellness teams enabled the implementation of educational programming. County government adopted policies to make roads into and out of towns more bike- and



As part of its effort to reduce prevalence of childhood obesity, the Marathon County Health Department produced an Active Recreation Guide. The 2010 booklet was 42 pages and helps county residents find anything from commercial gyms to area snowshoeing.

pedestrian-friendly. The medical community adopted the evidence-based guidelines. The work has been aided by nearly \$550,000 in local, state, federal, grants; funds from foundations grants, as well \$42,000 from a local tax levy. Reductions in overweight and obesity were not observed during the grant period.

► **The Partnership:** The academic partner worked with health care providers on adoption of the clinical practice guidelines by area physicians. He gave numerous presentations on the project at area conferences. He also served on the advisory committee and assisted the project team in collecting and analyzing survey data.

► **Next Steps:** County government will fund continuation of some of the project activities. The tax levy approved by the county supports a half-time nutritionist to work with schools on further implementation.

GRANT FACTS

Grantee: Marathon County Health Department

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Academic Partner: Kevin J. O'Connell, MD, Associate Professor, Department of Family Medicine, Wausau Residency Program, UWSMPH, kevin.oconnell@fammed.wisc.edu

Grant Award: \$448,898 over four years