



Making Brown County, WI the Healthiest Community in the Nation

*Live54218 began as a challenge from the Green Bay Press-Gazette to its readers across Brown County – how could we **think boldly** about changing our community? The overwhelming response from the community was to address the growing childhood obesity epidemic. With the Green Bay Area Chamber of Commerce leading the charge, teams of community members and a broad cross-section of partners met throughout 2010 to review existing local and national programs and the evidence base to determine how to achieve our vision of making Brown County the community where the healthiest kids in America are raised. Recognizing that we needed to focus not only on our kids, but more so on changing our entire community, Live54218 was created around simple recommendations we could all live every day. Our mission is to create environments in the community that support and promote all residents daily in consuming 5 fruits and vegetables, drinking 4 bottles of water, having less than 2 hours of screen time, participating in at least 1 hour of physical activity, and sleeping 8 hours a night.*

BROWN COUNTY, WISCONSIN

Brown County is the fourth largest county in Wisconsin, with a population of 248,007. There is also an increasingly diverse population, expecting a 111% increase in people of Hispanic Origin between 2000 and 2015, and a 75% increase in the Black Alone category in that same time frame. In 2010, 86.5% of Brown County was White Alone, 7.3% of Hispanic Origin, and the remaining residents identified as Asian, American Indian, and Black or African American. In our county, 10.8% of all residents and 14.7% of youth under age 18 are below the poverty level. The percentage of students eligible for free or reduced school meals ranges from 6% to 100%, averaging 39%, across the eight public school districts in Brown County.

In the last three decades, obesity has become a massive public health problem nationwide. According to the 2011 County Health Rankings, Brown ranked 27th out of 72 counties in Wisconsin in morbidity and mortality and 21st in health factors. Looking more closely at health factors, Brown County ranked 34th on health behaviors due to a 27% adult obesity rate and 20.4% of adults not participating in any physical activity in the past month. The physical environment in Brown County ranked 60th with 71% of residents having access to healthy foods and only 12 recreational facilities per 100,000 people. A local assessment, the 2011 Leading Indicators for Excellence (LIFE) Study, highlighted obesity and lifestyle as an area of concern for Brown County. In Brown County, 67% of adults are overweight or obese, as compared with 64% in Wisconsin as a whole. Furthermore, the 2009 Youth Risk Behavior Survey revealed that 12% of Wisconsin's high school students are obese, as compared with 9% nationally. Among low-income two to four year olds in Wisconsin, 12% are obese by age two, and 15% by age four. These numbers are three to four percentage points higher than a decade ago. In Brown County, the situation is even more dire with 18.4% of two year olds and 19.4% of four year olds at the 95th percentile or higher for BMI.

The Oneida Tribe of Indians of Wisconsin is the second largest employer in Brown County, with 2,893 employees, half of which are Oneida Tribe members. According to 2009 Health Risk Assessment data from Oneida employees, 50.6% were in the high to extremely high risk for Body Fat. In 2010, this number grew to 60.6%, a 19.8% increase. The associated increased risk for chronic diseases is also evident. Chronic Disease rates among Wisconsin adults include Arthritis (25.2%), Asthma (12.8%), Diabetes (7.1%), Heart Disease (3.8%), and Stroke (2.0%). Among adults in Brown County, a 7.2% prevalence of diabetes was seen in 2009, a 16% increase since 2005. The Oneida Tribe has 16,752 enrolled members, of which 4,491 live in Brown County. Among Oneida Community Health Center patients, diabetes is a staggering 15.6% and metabolic syndrome 4.3%. According to the Indian Health Service, American Indians die at a higher rate than other Americans from diabetes by 195%.

As obesity and chronic disease trends worsen in Brown County, radical change to our community is necessary. We need to transform our community into a place where health is supported by increased access to affordable healthy food, safe places to be active, and childcare, schools, and worksites that promote healthy eating and active living.

LIVE54218GOALS

Goal 1:
Decrease the percentage
of adults who are obese
(BRFS)

Goal 2:
Increase the percentage
of adults who are at a
healthy weight (BRFS)

Goal 3:
Decrease the percentage
of high school youth who
are overweight or
obese(YRBS)

Goal 4:
Increase the percentage
of middle school youth in
the healthy fitness
zone(FitnessGram)

Goal 5:
Decrease the percentage
of 2-4 year olds in the
WIC Program who are
overweight or obese
(PEDNSS)

These goals are taken from the 2011 Wisconsin Nutrition, Physical Activity, and Obesity State Plan. Data sources are the Behavioral Risk Factor Survey (BRFS), Youth Risk Behavior Survey (YRBS), FitnessGram, and Pediatric Nutrition Surveillance Survey (PEDNSS).

LIVE54218 BEHAVIORAL INDICATORS

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- Increase the percentage of adults who consume fruits and vegetables 5 or more times per day (BRFS)
- Increase the percentage of high school students who consume fruits and vegetables 5 or more times per day (YRBS)
- Increase the percentage of middle school students who consume fruits and vegetables 5 or more times per day*

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- Decrease the percentage of adults who drink at least one serving of regular soda or sweetened fruit drink each day (BRFS)
- Increase the number of eight-ounce servings of water consumed daily by adults*
- Decrease the percentage of high school students who drink at least one serving of regular soda each day (YRBS)
- Increase the number of eight-ounce servings of water consumed daily by high school students (YRBS)*
- Increase the number of eight-ounce servings of water consumed daily by middle school youth*

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- Decrease the percentage of high school students who watched 3 or more hours of television per day (YRBS)
- Decrease the percentage of middle school students who watched 3 or more hours of television per day*
- Decrease the percentage of children 2-4 years participating in the WIC Program who watch more than 2 hours of television or video per day (PEDNSS)

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- Increase the percentage of adults who are moderately-vigorously active for at least 150 minutes each week (BRFS)
- Increase the percentage of adults who participated in physical activity in the past month (BRFS)
- Increase the percentage of high school students who are moderately-vigorously active for at least 60 minutes, all 7 days per week (YRBS)
- Decrease the percentage of high school youth not participating in at least 60 minutes of physical activity on any day in the past week (YRBS)
- Increase the percentage of middle school students in the Healthy Fitness Zone (FitnessGram)*

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- Increase the percentage of adults who sleep 8 or more hours nightly*
- Increase the percentage of high school students who sleep 8 or more hours nightly (YRBS)*
- Increase the percentage of middle school students who sleep 8 or more hours nightly*

**Requires development/collection of new data source*

LIVE54218 THREE-YEAR ACTION PLAN



Year One

- Strengthen, expand and sustain a county-wide infrastructure for obesity control and prevention
 - Develop and maintain relationships with key stakeholders in efforts to prevent and manage obesity through evidence-based strategies
 - Establish leadership structure for Live54218
 - Support implementation of existing efforts that align with Live54218
 - Increase programs county-wide that self-identify as Live54218
 - Increase communication amongst obesity prevention stakeholders
 - Catalog and disseminate current obesity prevention related practices and programs county-wide
 - Conduct annual stakeholders meeting
 - Plan and implement education/networking events as appropriate
 - Pursue ACHIEVE Grant Goals (detailed on following page)
- County-wide education on how to Live54218
 - Develop website to serve as hub for Live54218 to educate and connect
 - Launch media/marketing campaign to raise awareness of Live54218 and increase community involvement
- Monitoring and Evaluation
 - Implement FitnessGram in all Middle Schools county-wide
 - Conduct a baseline study and develop annual key stakeholder reporting structure
 - Provide local on-going coordination for standardized data collection county-wide on obesity prevention related outcomes and behaviors (BRFS, YRBS, FitnessGram, PEDNSS)

Year Two and Three

- Continued strengthening of county-wide infrastructure for obesity control and prevention
- Continued county-wide education on how to Live54218
- Continued monitoring and evaluation
- Expanded Implementation into key settings:
 - Early Care and Schools
 - Community Physical Activity and Nutrition Environment
 - Healthcare and Worksites

LIVE54218 ACHIEVE GRANT GOALS

Brown County was selected by the National Association of Chronic Disease Directors (NACDD) and the Centers for Disease Control (CDC) to receive an ACHIEVE grant. The award of \$88,000 will be utilized to increase the capacity of Live54218 to address obesity county-wide and to complete the goals detailed below, with a project period of January 1, 2012 through December 31, 2013. More information on ACHIEVE can be found at www.ACHIEVEcommunitites.org or www.chronicdisease.org.

1. Increase access to farmers' markets, with a special focus on low-income residents in Brown County. The goal will be to **increase purchasing of fresh fruits and vegetables at local farmers' markets in Brown County by FoodShare participants by 100%**. This will be accomplished by increasing the number of farmers' markets in the county licensed to accept FoodShare benefits, creating and sustaining the necessary infrastructure for EBT access, and targeted outreach to FoodShare participants to reduce other barriers to farmers' market access. We aim to ensure that two additional markets are licensed to accept FoodShare benefits by September 2012.
2. Institute a complete streets plan to support walking and biking infrastructure. The goal will be to **increase the percent of total miles of physical infrastructure for walking and biking by at least 25% throughout Brown County**. Complete streets policies will be pursued first at the county level and then in individual communities. Additional objectives to support this goal include increasing the number of schools in Brown County participating in Safe Routes to School and also increasing trail connectivity and use on the four largest trails in the County – the Fox River Trail, the Mountain Bay Trail, the East River Trail and the Baird Creek Trail.
3. Implement policy to require 120 minutes of physical activity daily at childcare centers. The goal will be to **increase the percent of children in regulated sites in the early care and education system in Brown County that have policies requiring this level of activity as well as nutrition standards by 15%**. The first objective will be to implement this physical activity policy in the largest childcare organization in the county, Encompass Early Education & Childcare Inc., by September 2012. Additional objectives will focus on partnering with the Family and Childcare Resource Center of Northeast Wisconsin to conduct Active Early and Healthy Bites trainings with regulated childcare centers across the county to facilitate institutional policy change to require 120 minutes of physical activity daily and nutrition standards.
4. Increase physical activity before, during and after the school day. The goal will be to **increase the percent of middle school-aged youth in public school districts in Brown County that are in the healthy fitness zone by 10%**. The first objective in support of this goal will be to have all eight public school districts in the county implement a policy to require fitness testing at the middle school level by September 2012. Additional objectives will be to provide training and support for implementation of high-impact policy, systems and environmental change strategies selected from the Active Schools toolkit.

Looking for more information?

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