

THE **WEIGHT** OF THE FOX VALLEY

Tackling Wicked Problems

February 25, 2014 All Staff Meeting

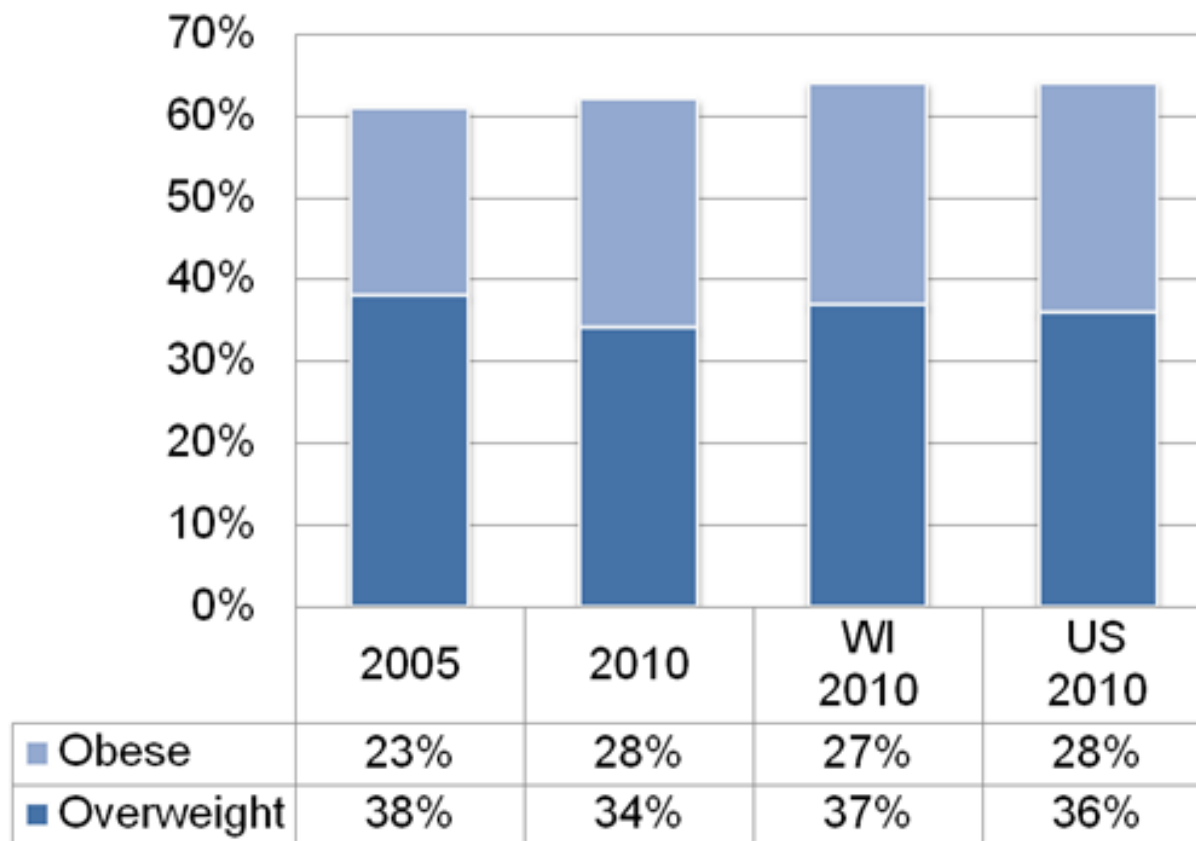
Kurt Eggebrecht

Agenda

1. Provide background on the creation of the Weight of the Fox Valley Initiative.
2. View WOTFV through the prism of collective impact.
3. Share our learning to-date; learn from all of you.

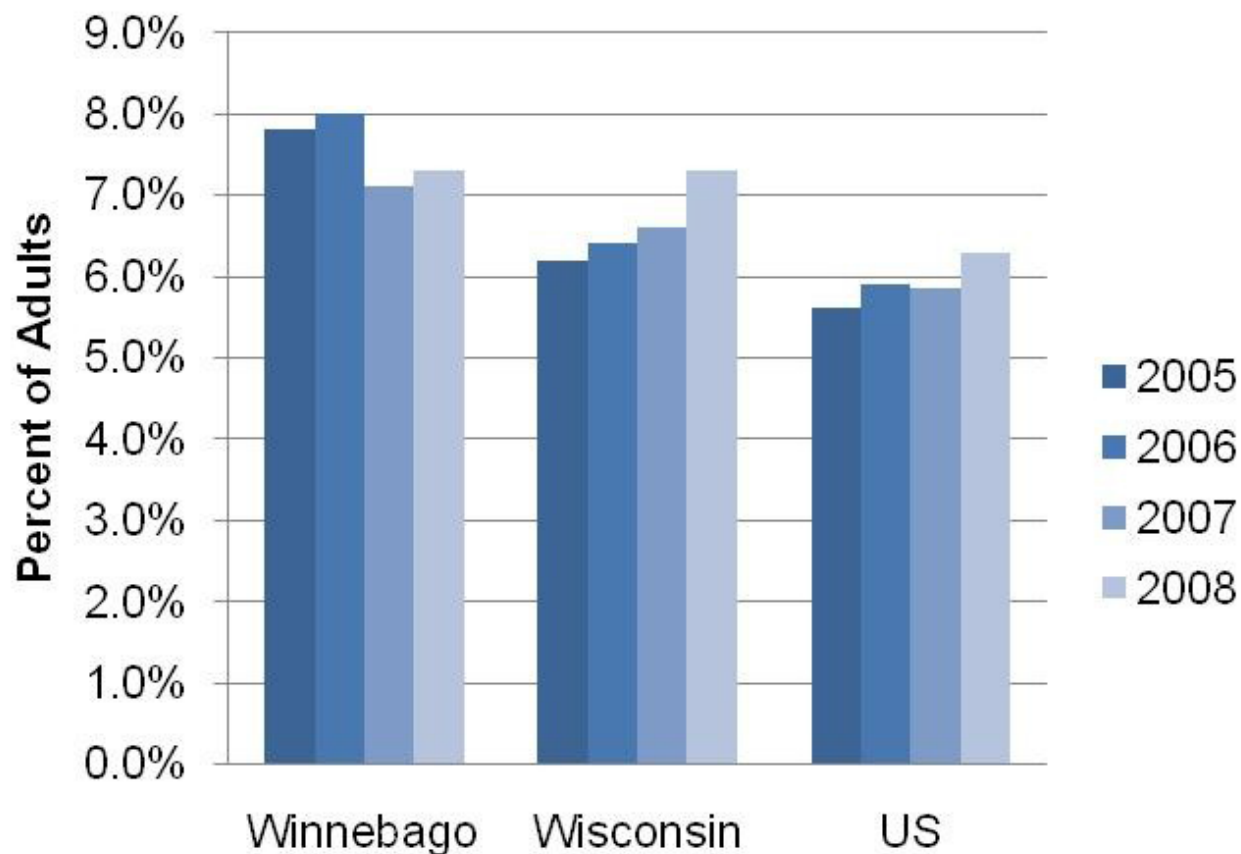


62 % of Fox Cities Adults are Overweight or Obese



Source: 2010 Fox Cities BRFSS

Winnebago County Adults Diagnosed With Diabetes (Type 2)



Source: Centers for Disease Control

Declining Health Status

Percent of adults rating their health status as “very good or excellent” ...

- *64% in 2000*
- *59% in 2005*
- *55% in 2010*

-Behavioral Risk Factor Survey, 2010

The stars aligned...

- Fox Valley Healthcare Coalition
- LIFE Study
- ThedaCare - led CHAT Team
- United Way

***Channeling Change
Through
Collective Impact***

Thinking in a new way?

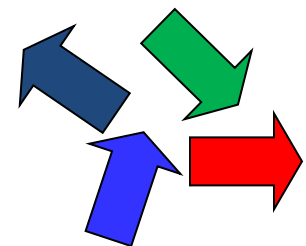
“Large-scale social change comes from better cross-sector coordination rather than from the isolated intervention of individual organizations.”

Traditional approaches are not solving our toughest, often very complex, challenges.

- Funders select *individual* grantees
- Organizations *work separately* and *compete*
- Evaluation attempts to isolate a particular organization's impact
- Large scale change is assumed to depend on scaling organizations
- Corporate and government sectors are often disconnected from foundations and nonprofits



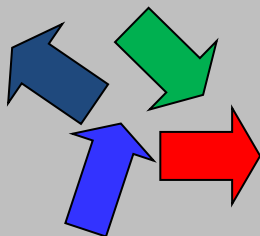
**Isolated
Impact**



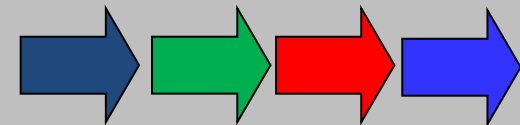
Imagine a different approach – multiple players working together to solve complex issues

- All working toward the same goal and measuring the same things
- Cross-sector alignment with government, nonprofit, philanthropic and corporate sectors as partners
- Organizations actively coordinating their actions and sharing lessons learned

Isolated Impact



Collective Impact



Source: FSG

Elements of Collective Impact

Common Agenda

- Shared vision for change
- Common understanding of the problem
- Agreed upon approach

Shared Measurement

- Collecting data and measuring results
- Focus on performance management
- Shared accountability

Mutually Reinforcing Activities

- Differentiated approaches
- Willingness to adapt individual activities
- Coordination through joint plan of action

Continuous Communication

- Consistent and open communication
- Focus on building trust

Backbone Support

- Separate organization(s) with staff
- Resources and skills to convene and coordinate participating organizations

Weight of the Fox Valley Summit

- Objectives: Educate, build capacity, define possible next steps
- Regional
- Two days in March/April 2013
- ***Weight of the Nation*** video series from HBO
- Respect and honor current work

Common Agenda

(Continuous Communications)

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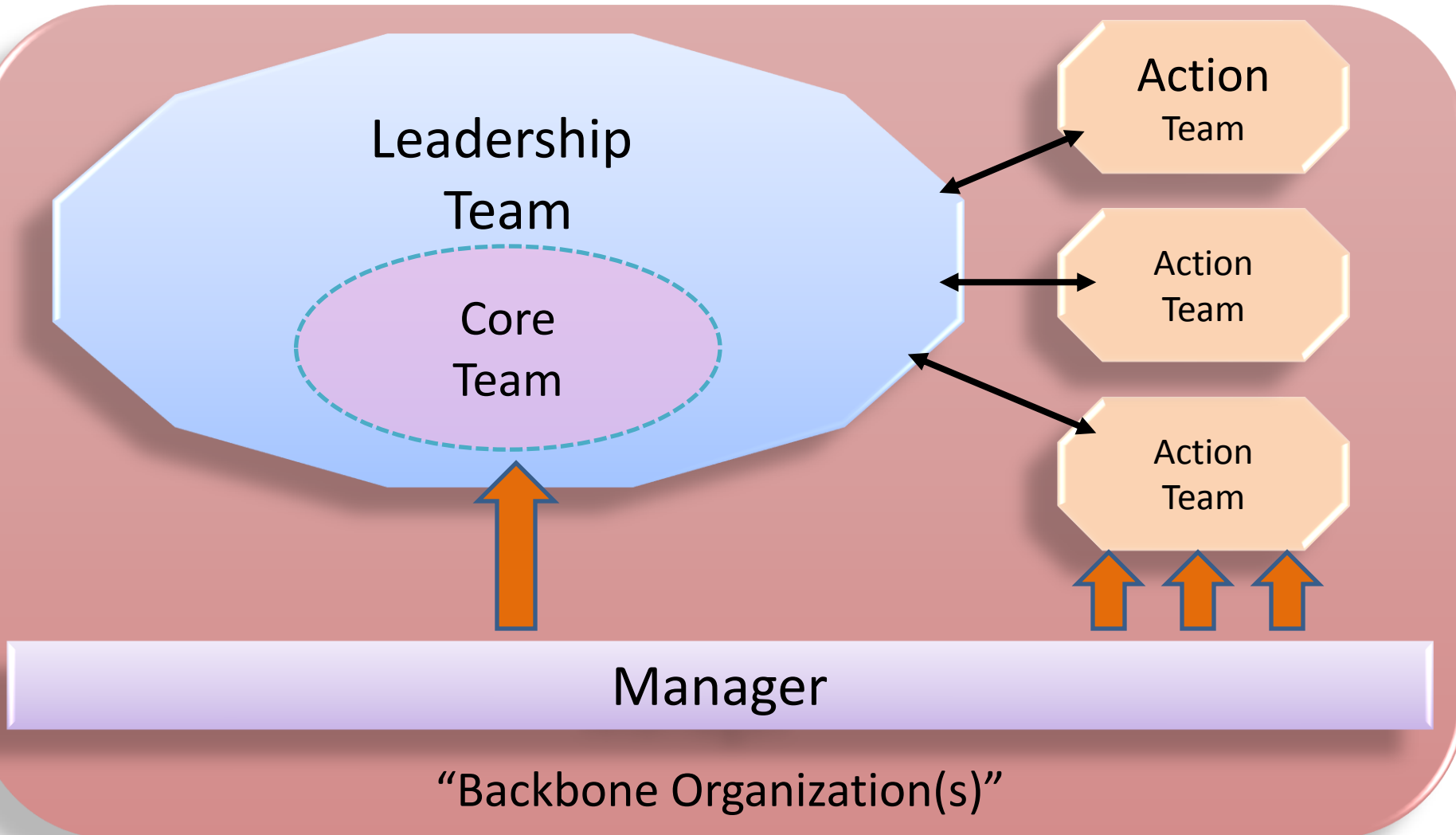
Common Agenda

(Continuous Communications)

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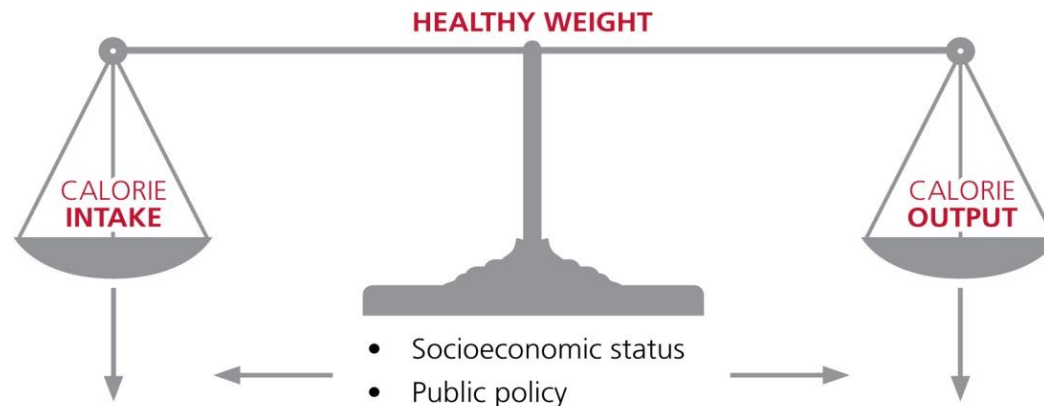
Organizational Structure



Leadership Team Members

First	Last	Organization
Diane	Abraham	Oshkosh Area Community Foundation
Lee	Allinger	Appleton Area Schools
Tom	Blaze	Oshkosh Community YMCA
Tom	Boldt	The Boldt Company
Bill	Breider	YMCA of the Fox Cities
Bill	Calhoun	Affinity Health System
Jeff	Curtin	Kimberly Clark
Tim	Galloway	Galloway Company
Doug	Gieryn	Winnebago County Health Department
Ernesto	Gonzalez, Jr.	Casa Hispana
Dean	Gruner, MD	ThedaCare
Tim	Hanna	City of Appleton
Mark	Harris	Winnebago County
Margie	Harvey	Miles Kimball Company
Marti	Hemwall	Community Foundation for the Fox Valley Reg
Tim	Klunk	Children's Hospital of Wisconsin - Fox Valley
Bonnie	Kolbe	Calumet County Health Division
Lo	Lee	Hmong American Partnership
Genia	Lovett	Post-Crescent Media
Stan	Mack	Oshkosh School District
Joe	Martin	Appleton City Council
Claire	Martin	Chilton Public Schools
Mark	Morrison	Calumet County Health & Human Svcs.
Tom	Nelson	Outagamie County
Keren	Rosenberg	United Way Fox Cities
Petra	Roter	UW Oshkosh
Larry	Sobal	Appleton Cardiology Associates
Ada	Thimke	Restaurant Assoc./Lara's Tortilla Flats
Cathie	Tierney	Community First Credit Union
Iris	Torres, MD	Fox Cities Community Health Center
Lee	Vogel, MD	UW Health - Fox Valley
David	Zerbe	Aurora Health Care
Thomas	Zoch, MD	Network Health

Common Understanding of Obesity



- Proliferation of inexpensive foods of low nutritive value
- Food marketing
- Increased rate of "eating out"
- Portion sizes
- Consumption of sugary drinks
- Limited access to healthy foods
- Limited breastfeeding
- Lack of nutrition and healthy cooking knowledge and skills
- Unhealthy school meals
- Stress
- Agricultural subsidies
- Lack of safe places to be outdoors and active
- Sedentary lifestyle due to technological progress, e.i., escalators, riding lawn mowers and automobiles
- Built environment
- Less physical activity in schools
- Increased screen time

Vision Statement

A community that together achieves and maintains a healthy weight at every age.

Use of Overarching Metrics

- Four health system collaborating to report and ideally map BMI in the three county area.
- Action Team goals/metrics will align

Partnerships



How do we decide where to focus?

*Alignment and
Action Team Selection*

Wisconsin Nutrition, Physical Activity and Obesity Plan

Early Care &
Education



School



Active
Communities



Healthcare



Worksite



Food System



“Buckets of Passion” Overlap

Early Care & Education



- Breast feeding
- Focus on children
- Children’s relationship with food
- Start early

School



- Role of school
- Farm to school
- Safe routes to school
- Physical activity at school

Active Communities



- Build activity into daily living
- Active transportation
- “Complete streets”
- Built environment

Healthcare



- Invest in prevention
- Tackle health disparities
- Chronic disease management
- Permanent substantial weight loss

Worksite



- Wellness in workplace
- Cost to employers
- Tools for employee wellness
- Getting business leaders together

Food System



- Access to food for low-income
- Healthy foods at restaurants
- Community Supported Agriculture
- Public policy

The first two Action Teams for WOTFV will be ...

Active Communities



Improve the built environment to provide more recreational opportunities to be active and increase the number of trips by active modes of transportation such as walking and biking.

Worksite



Improve employee and family health through effective worksite wellness programs that reduce risk factors.

Action Team Orientation & Launch

- Healthy Wisconsin Leadership Institute
- Inspiration
- Relationship building
- WOTFV Vision/Structure/Alignment
- Action Team Goals, Objectives and Action Plan

Marketing Communications Goals

- Generate **awareness** in the tri-county area of
 - the local impact of obesity/overweight; importance of healthier lifestyles
 - the Weight of the Fox Valley initiative
 - progress of the Action Teams and efforts taking place
 - how to get involved
 - WOTFV as the “go to” source for information related to healthy weight
- Support Program Manager in establishing **communication processes among Action Teams**

Backbone Support

- Keren Rosenberg, Program Manager



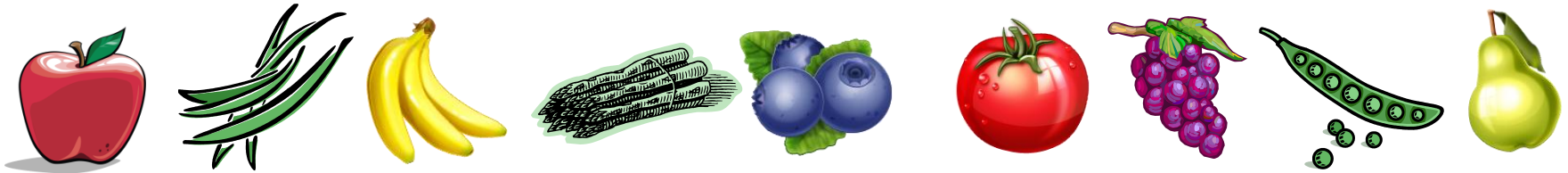
Backbone Support

- Keren Rosenberg, Program Manager
- Oshkosh Area United Way and United Way Fox Cities
- Convene, coordinate, and support the work of WOTFV initiative

Important Learnings

1. Take time to build trust and relationships
2. Seek advice from others who have traveled this path
3. Develop a strong leadership team
4. Addressing a wicked problem requires a long-term commitment
5. Don't let perfect get in the way of good

Thank you



WOTFV Core Team

Kurt Eggebrecht

Peter Kelly

John Mielke, M.D.

Paula Morgen

Sue Panek

Julia Salomón