



Legislative Fiscal Bureau

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January 14, 2010

TO: Members
Joint Committee on Finance

FROM: Bob Lang, Director

SUBJECT: Health Services: Governor's Section 13.10 Requests for the Use of Federal Stimulus Funding for Prevention and Wellness Activities -- Agenda Item X

REQUEST

The Governor requests that the Joint Committee on Finance approve the allocation and expenditure of \$2,373,320 in 2009-10 and \$21,359,880 in 2010-11, from moneys received under the federal American Recovery and Reinvestment Act of 2009 (ARRA), to support activities related to obesity prevention, and tobacco use prevention and control.

The administration's request includes six separate applications for funding under the larger category of Communities Putting Prevention to Work (CPPW). The request includes two applications under state-coordinated grants for small city and rural areas, and four applications under state supplemental funding for policy and environmental change. The total biennial funding for each of these applications, and whether the grant is provided on a competitive or non-competitive basis, is shown below.

1. State Coordinated Grants for Small Cities and Rural Areas
 - Obesity Prevention (\$8,000,000 competitive grant); and
 - Tobacco Prevention and Control (\$8,000,000 competitive grant).
2. State Supplemental Funding for Policy and Environmental Change
 - Component I, Obesity Prevention, and Tobacco Prevention and Control (\$862,800, non-competitive grant)
 - Component II, Obesity Prevention (\$3,000,000 competitive grant);
 - Component II, Tobacco Prevention and Control (\$3,000,000 competitive grant); and
 - Component III, Tobacco Cessation (\$870,400 non-competitive grant).

BACKGROUND

The Bureau of Community Health Promotion in the DHS Division of Public Health administers the state's obesity prevention, and tobacco prevention and control activities.

Nutrition, Physical Activity and Obesity Program. DHS administers the nutrition, physical activity and obesity program (the NPAO program), with the goal of improving healthy eating and physical activity, and to prevent and control obesity and other chronic diseases through population-based strategies and interventions. This program is focused on increasing physical activity, consumption of fruits and vegetables, and breastfeeding initiation, duration and exclusivity, and decreasing consumption of high energy dense foods, consumption of sugar sweetened beverages, and television viewing.

The program is funded entirely through a five-year federal cooperative agreement with the Centers for Disease Control and Prevention (CDC). Wisconsin is one of 25 states to receive these grant funds, and is currently in the second year of the agreement. From June 30, 2009, to June 29, 2010, the state will receive \$858,785 (slightly above the base funding of \$833,805 provided in the previous year) for this purpose.

The NPAO program uses these funds for staffing, community grants, training, technical assistance, and media campaigns. The program is currently staffed with 3.70 full-time equivalent (FTE) positions funded with the federal grant, and a 0.8 FTE epidemiologist position contracted through the UW comprehensive cancer program, which is funded jointly with the special supplemental nutrition program for women, infants and children (WIC). The grants distributed by the program to local communities since July, 2008, include 16 grants to local coalitions (\$247,076), three Healthy Lifestyles Coalition Pilots (\$60,000, jointly funded with the tobacco prevention and control program), two Healthier Wisconsin resource kit pilot projects (\$20,000), and a grant to the African-American Breastfeeding Alliance of Milwaukee (\$20,000).

The NPAO program also collaborates with a range of state agencies and other organizations in obesity prevention efforts, including the Wisconsin Partnership for Activity and Nutrition, the Department of Public Instruction, the Department of Children and Families, and the University of Wisconsin.

Tobacco Prevention and Control Program. DHS also administers the tobacco prevention and control program that awards grants to organizations throughout the state. The statutes require DHS to administer the program, establish criteria for grant recipients, provide a forum for public policy alternatives for smoking cessation and prevention, provide a clearinghouse of information on matters relating to tobacco, and continue implementation of a strategic plan for a statewide tobacco use control program.

The program may distribute grants to fund any of the following activities: (a) community-based programs to reduce tobacco use or the burden of tobacco-related diseases; (b) school-based tobacco use cessation and prevention programs; (c) enforcement of local laws aimed at reducing exposure to secondhand smoke and restricting underage access to tobacco; (d) partnerships among statewide organizations and businesses that support activities related to tobacco use

cessation and prevention; (e) marketing activities that promote tobacco use cessation and prevention; (f) projects designed to reduce tobacco use among minorities and pregnant women; (g) surveillance of indicators of tobacco use and evaluation of the activities funded by the tobacco control program; (h) development of policies that restrict access to tobacco products and reduce exposure to environmental tobacco smoke; and (i) other tobacco use cessation or prevention programs, including tobacco research and intervention.

Under 2009 Wisconsin Act 28 (the 2009-11 biennial budget act), \$6,850,000 GPR is budgeted in each year to support tobacco use control grants. The calendar year 2010 program grant allocations are shown in Attachment 1.

ANALYSIS

The stimulus legislation provides funding opportunities to states for several health and wellness projects in the areas of obesity prevention and tobacco use prevention and control under the CPPW initiative. The initiative, which focuses on evidence-based strategies to produce policy, systems and environmental changes, requires applicants to develop proposals within a strategic framework called media, access, pricing, point of decision information, price, and social support (MAPPS).

DHS submitted six separate applications for funding to CDC in November, 2009. It is expected that CDC will approve or deny the competitive portions of the grants sometime in January, 2010.

The following two sections describe each of the broad CPPW categories--state coordinated funding for small city or rural areas (two individual applications), and state supplemental funding for policy and environmental change (four individual applications).

State Coordinated Small City and Rural Areas

ARRA authorized a total of \$373,000,000 for community prevention and wellness initiatives, with a portion of that funding provided as competitive funds for state coordinated grants to small city and rural areas to implement strategies to reduce obesity and tobacco use. For the purposes of grant eligibility, "small city" means a local health department that serves a population between 50,000 and 500,000 people, and "rural area" means a local health department that serves a population of 50,000 people or less.

Wisconsin has applied for two \$8,000,000 grants (with one focusing on tobacco use prevention and control, and the other focusing on obesity prevention). The application was submitted to CDC on November 25, 2009. DHS expects to receive notification of federal approval during January, 2010; if the projects are approved by the CDC, DHS would begin implementation in late February, 2010. As the federal government will distribute grants on a competitive basis, Wisconsin is not guaranteed to receive approval for this funding opportunity. An estimated 30 to 40 applications are expected to be approved nationwide.

Most of the funding would be provided as contracts with the health departments of La Crosse

County, Wood County and the City of Appleton.

These sites were selected by DHS based on a set of criteria in the federal funding opportunity announcement, and responses to an online DHS survey available to all jurisdictions that met the ARRA requirements. Nineteen local public health departments completed the online survey. In its selection process, DHS looked for sites with projects that were ready for implementation on short notice, an established leadership coalition, the support of local public officials and school districts, the ability to commit to an intensive grant writing process in November, 2009, and relevant staff experience. DHS also considered the distribution of other ARRA funding that had been previously allocated. Finally, the Department considered La Crosse County's current participation as a CDC-funded Healthy Lifestyle Coalition as a potential advantage in competing for this funding with other proposals across the nation.

This grant opportunity is divided into two sections: (a) obesity prevention; and (b) tobacco use prevention and control. The following sections briefly describe each component.

Obesity Prevention (\$8,000,000 competitive grant). The state has applied for \$8,000,000 in competitive federal stimulus funding to support evidence-based policy and environmental change strategies to reduce obesity and promote healthy living. This funding would be provided to support community action plans (CAPs) in La Crosse County, and Wood County. The counties would implement a series of interventions based on the MAPPS framework, including media campaigns, implementing or improving school-based wellness initiatives, and changing policies or restaurants or other food-service entities. Attachment 2 indicates the goals and objectives to be achieved with this funding for both La Crosse and Wood Counties, as specified in the application materials submitted to the CDC.

The requirements of the federal grant stipulate that at least 75% of the funding be passed on to small cities or rural communities. The remainder of the grant would be used for state personnel salaries and fringe benefits, travel costs, supplies and services, other contractual costs, and other and indirect costs. Table 1 summarizes the funding budgeted for each of these areas in the state's application. Contractual costs include the \$6,000,000 that would be provided to La Crosse and Wood Counties (\$3,000,000 each), and \$750,812 in contracts with other entities. This project would support 8.40 FTE state positions, 6.35 FTE positions in Wood County, and 5.25 FTE positions in La Crosse County.

TABLE 1

**Proposed Two-Year Budget for Obesity Prevention
By Funding Category**

<u>Type of Expense</u>	<u>Amount</u>
Salary and Fringe Benefits, DHS	\$860,404
Travel	32,282
Supplies and Services	196,388
Contractual	6,750,812
Other and Indirect	<u>160,114</u>
Total	\$8,000,000

Tobacco Use Prevention and Control (\$8,000,000 competitive grant). DHS has also applied for \$8,000,000 in competitive federal stimulus funding to support evidence-based policy and environmental change strategies to reduce tobacco use. This funding would be provided to support CAPs in La Crosse County, and the City of Appleton, to address adult and youth tobacco use, and the availability of other tobacco products (OTPs). These initiatives focus on three main areas: (a) prohibiting the sale of flavored OTPs; (b) banning the sale of OTPs; and (c) the adoption of worksite and school tobacco cessation policies. Attachment 3 lists the goals and objectives for the use of this funding for both La Crosse County and the City of Appleton, as specified in the application materials submitted to the CDC.

As in the grant application for obesity prevention, the requirements of the federal grant stipulate that at least 75% of the funding be passed on to small cities or rural communities. The remainder of the grant would be used for state personnel salaries and fringe benefits, travel costs, supplies and services, other contractual costs, and other and indirect costs. Table 2 summarizes the funding budgeted for each of these areas in the state's application for funding. Contractual costs include the \$6,000,000 that would be provided to La Crosse County and the City of Appleton (\$3,000,000 each), and \$1,480,000 in contracts with other entities such as the UW-Madison Comprehensive Cancer Center. This project would support 3.0 FTE state staff positions, 6.4 FTE positions in the City of Appleton, and 8.50 FTE positions in La Crosse County.

TABLE 2

**Proposed Two-Year Budget for Tobacco Use Prevention and Control
By Funding Category**

<u>Type of Expense</u>	<u>Amount</u>
Salary and Fringe Benefits, DHS	\$375,016
Travel	35,000
Supplies and Services	60,602
Contractual	7,480,000
Other and Indirect	<u>49,382</u>
Total	\$8,000,000

State Supplemental Funding for Policy and Environmental Change

The federal stimulus legislation provides \$125 million to directly support states in promoting wellness and preventing chronic disease through state-wide and local policy, environmental change, and expansion of tobacco cessation quitlines. This funding opportunity is divided into the following three components:

- Component I provides approximately \$45 million nationally in non-competitive grants for obesity and tobacco use prevention initiatives, using an allocation formula with a base of \$300,000 per state and a proportional increase based on the state's population. Wisconsin's allocation equals \$862,797 over the two-year project period.
- Component II provides approximately \$30 million nationally in competitive grants for obesity and tobacco use prevention initiatives. The awards will range from \$1 million to \$3 million (not to exceed \$3 million per state), with between 10 to 15 projects being selected. Wisconsin has submitted applications for a \$3,000,000 tobacco use control project and a \$3,000,000 obesity prevention project. The state cannot receive approval for the full amount of both projects, given the maximum funding cap per applicant.
- Component III provides approximately \$45 million in non-competitive grants to expand and enhance tobacco cessation services through tobacco quitlines, using an allocation formula with a base of \$400,000 per state and proportional increase based on the state's population of tobacco users. Wisconsin's allocation equals \$870,403 over the two-year project period.

The ARRA funds must be used for obesity, nutrition, physical activity and tobacco control strategies to change systems, develop and implement policies, change the environment in which eating, tobacco use, and physical activity occur, and impact population groups rather than individuals. ARRA funds may not be used to provide direct services to patients, with the exception of nicotine replacement therapy provided through tobacco quitlines.

The grant application for Components I, II, and III was submitted on November 20, 2009.

DHS anticipates receiving notice of approval or denial of the applications during January, 2010, with the expenditure of funds for approved projects beginning in January or February, 2010. The following sections summarize the proposals made in the state's applications for Components I, II, and III.

Component I: Obesity Prevention, and Tobacco Use Prevention and Control (\$862,800, non-competitive grant). The state applied for \$862,797 in ARRA funding under Component I. As this is a non-competitive funding opportunity, the state is guaranteed to receive these funds. Unlike the other CPPW applications described in this paper, this funding would be used to address both obesity prevention, and tobacco use prevention and control. DHS would focus on the following three areas: (a) physical activity in schools; (b) farm-to-school programs promoting local procurement of fresh fruits and vegetables for consumption in schools; and (c) compliance with Wisconsin's statewide smoking ban, which will go into effect on July 5, 2010. Attachment 4 lists the goals and objectives of activities supported by this funding.

Unlike the small city and rural area grants described above, all of this grant would be used to support contracts with other entities outside of DHS, and administrative costs associated with those contracts. Although no staff would be funded at DHS, the grant would support 3.50 FTE positions at other state entities through subcontracts (2.10 FTE at the University of Wisconsin Clearinghouse, 0.50 FTE at the Department of Agriculture, Trade and Consumer Protection (DATCP), and 0.50 FTE at the Department of Public Instruction (DPI)). Table 3 provides a summary of the funding budgeted for these contracts in the state's application for funding.

TABLE 3

Proposed Two-Year Budget for Component I Grant

<u>Type of Expense</u>	<u>Amount</u>
Contractual, All Recipients	\$833,261
University of Wisconsin	374,000
DPI	166,000
DATCP	119,812
Recipient to be Determined	173,449
Other Costs	<u>29,536</u>
 Total	 \$862,797

Component II: Obesity Prevention (\$3,000,000 competitive grant). This is the first of two \$3,000,000 grants submitted by DHS under Component II. This application would focus on obesity prevention and physical activity in schools through the following strategies: (a) increase safe routes to school programs, and the number of children biking or walking to school; (b) improve access to and utilization of physical activity facilities; (c) increase in the number of schools that meet criteria for a Healthy School Award, and create a similar award for childcare providers; (d) increase opportunities for physical activity outside of physical education classes, and in after-school

programs; and (e) increase the number of initiatives targeting populations at high risk of obesity. Attachment 5 lists the goals and objectives to be achieved by the state with this funding.

This grant would be used for state personnel salaries and fringe benefits, travel costs, supplies and services, contractual costs, and other and indirect costs. Table 4 summarizes the funding budgeted for each of these areas in the state's application for funding. This project would support 3.50 FTE state staff position, and 2.75 FTE through subcontracts to other entities (1.00 FTE at DPI, 1.00 FTE at the University of Wisconsin, and 0.75 FTE through a community coalition contract yet to be determined).

TABLE 4

**Proposed Two-Year Budget for Component II
(Obesity Prevention) Competitive Grant**

<u>Type of Expense</u>	<u>Amount</u>
Salary and Fringe Benefits, DHS	\$578,292
Travel	46,305
Supplies and Services	276,402
Contractual	2,013,607
Other and Indirect	<u>85,394</u>
 Total	 \$3,000,000

For competitive grants distributed under Component II, the CDC will review all applications and evaluate them based on the followings criteria: (a) disease burden in the state for the targeted risk factor; (b) rationale for the selected initiative; (c) implementation plan; (d) program readiness, oversight and management; and (e) surveillance, program monitoring, and reporting.

Component II: Tobacco Prevention and Control (\$3,000,000 competitive grant). The second of two \$3,000,000 grants submitted by DHS under Component II would focus on achieving a statewide policy to ban the sale of candy-flavored tobacco products and free tobacco sampling, and actively monitoring the tobacco retail environment. Attachment 6 provides the goals and objectives to be achieved by the state with this funding.

This grant would be used to support contracts with other entities outside of DHS, and administrative costs associated with those contracts. Although no staff would be funded at DHS, the grant would support 5.00 FTE positions at other entities (2.50 FTE at the University of Wisconsin, 1.50 FTE at the Children's Health Alliance of Wisconsin, and 1.00 FTE for program coordination with an organization yet to be determined). Table 5 provides a summary of the funding budgeted for these contracts in the state's application for funding.

TABLE 5

**Proposed Two-Year Budget for Component II
(Tobacco Use Prevention) Competitive Grant**

<u>Type of Expense</u>	<u>Amount</u>
Contractual, All Recipients	\$2,989,850
University of Wisconsin	700,000
Youth and Disparate Burden Networks	280,000
Community Coalitions	1,179,850
Children's Health Alliance	300,000
Media Contractor, TBD	480,000
Training and Technical Assistance TBD	50,000
Other Costs	<u>10,150</u>
Total	\$3,000,000

This grant application is subject to the same evaluation criteria and expenditure requirements as the Component II application for obesity prevention.

Component III: Tobacco Cessation (\$870,400 non-competitive grant). Finally, the state applied for \$870,403 under Component III to fund activities related to the tobacco quit line, a publicly available tobacco cessation resource. As this is a non-competitive funding opportunity, the state is guaranteed to receive these funds. For calendar year 2010, the tobacco control program has contracted with the University of Wisconsin Center for Tobacco Research and Intervention (UW-CTRI) for \$1,200,000 to operate the state's tobacco quit line. DHS would expend the additional ARRA funding on the following broad activities: (a) developing and implementing evaluation, survey, and data collection methods for the tobacco quit line; (b) developing media campaigns emphasizing populations with disparate burden of tobacco use; and (c) increasing quit line utilization through collaboration with the medical assistance program, disparate burden networks, and mental health and substance abuse treatment systems.

The grant application submitted to the CDC specifies the following objectives for this funding: (a) implement a comprehensive tobacco quitline evaluation plan by February, 2012; (b) implement a paid and "earned" media campaign by February, 2012; and (c) maintain an annual reach of 1.5% of the state's population, and produce a report detailing services provided, and population reached.

This grant would be used to support contracts with other entities outside of DHS, and administrative costs associated with those contracts. No additional positions would be funded in DHS or in other organizations. Table 6 provides a summary of the funding budgeted for contracts in the state's application for funding.

TABLE 6

**Proposed Two-Year Budget for Component III
(Tobacco Use Cessation) Competitive Grant**

<u>Type of Expense</u>	<u>Amount</u>
Contractual, All Recipients	\$858,553
UW-CTRI	597,433
Media Campaign Contract, TBD	261,120
Other Costs	<u>11,850</u>
Total	\$870,403

Summary. DHS has submitted applications to the CDC to receive funding available under ARRA's Communities Putting Prevention to Work initiative, and requests the Committee to authorize the expenditure of funds in a manner consistent with its grant applications. The Department's request includes funding that the state is assured to receive, as well as grant funding that is being provided to states on a competitive basis, and therefore may not be received by the state. The CDC is expected to make its determinations on the competitive grants in January, 2010. The Committee could approve the Department's request, as submitted. However, the Committee may wish to require DHS to inform the Committee of which competitive projects the CDC approved, and the amount of ARRA funding provided for these projects, once the CDC makes its decisions on the competitive grants.

ALTERNATIVES

1. Approve the expenditure of \$2,373,320 in 2009-10 and \$21,359,880, from moneys received under the federal American Recovery and Reinvestment Act of 2009 (ARRA), to support activities related to obesity prevention, and tobacco use prevention and control.
2. Approve the expenditure specified in Alternative 1. In addition, adopt either, or both, of the following provisions:
 - a. Require the Department, prior to expending the ARRA funds specified in this request, to submit a letter to the Committee informing members of which competitive projects were approved or denied, and the total amount of ARRA funding provided for these projects;
 - b. Require the Department, after the conclusion of the projects described in the request, and before July 1, 2012, to submit a report to the Committee detailing the goals and objectives specified in the state's grant application that were accomplished, and detailing the goals and objectives specified in the application that were not accomplished.

4. Deny the request.

Prepared by: Charles Morgan and Sam Austin
Attachment

ATTACHMENT 1

Tobacco Use Control Grant Funding, Calendar Year 2010

<u>Recipient Organization, By Activity Area</u>	<u>Amount</u>
Cessation Services	
UW Center for Tobacco Research and Intervention (CTRI)	
▪ Quitline	\$1,200,000
▪ Outreach	250,000
▪ Wisconsin Nicotine Treatment Integration Project (WiNTiP)	50,000
Wisconsin Women's Health Foundation	300,000
Youth Programs	
American Lung Association (ALA)	
▪ Not On Tobacco (N-O-T)	50,000
▪ Fighting Against Corporate Tobacco (FACT)	244,000
Department of Public Instruction	65,625
18-24 Year Old Smokeless Tobacco Project	96,000
Wisconsin Wins	340,344
Media & Counter Marketing	
Knupp & Watson	430,000
Community Coalitions	
Community Coalitions	2,200,000
Training & Technical Assistance (TTA)	
UW Board of Regents - Clearinghouse	145,000
UW Comprehensive Cancer Center	
▪ Statewide TTA	360,000
Disparate Burden Project	
Salvation Army	150,000
Black Health Coalition	150,000
UMOS, Inc.	150,000
Wisconsin United Coalition of Mutual Assistance Associations	150,000
Great Lakes Inter-Tribal Council	152,156
Surveillance Evaluation & Research	
UW Comprehensive Cancer Center	300,000
UW Board of Regents - Data Clearinghouse	70,000
UW Milwaukee - 2010 Youth Tobacco Survey	<u>62,500</u>
Total	\$6,915,625*

*Total amount of funding shown does not equal total annual amount budgeted in Act 28 due to an amount carried over from previous year.

ATTACHMENT 2

State Coordinated Small City and Rural Areas -- Obesity Prevention Community Action Plan Goals and Objectives*

La Crosse County

Goal 1: Project Infrastructure Assures Achievement of Project Goals and MAPPS Interventions

Objective 1: CPPW personnel will include appropriately qualified individuals for all staff and contract positions by March, 2010

Objective 2: Complete a project monitoring plan by February, 2010

Objective 3: Complete a project evaluation plan by March, 2010

Objective 4: Biannually from February, 2010, to February, 2012, measure progress towards anticipated policy, system and environmental changes, and report progress to the CDC

Objective 5: Complete a fiscal management plan by February, 2010

Goal 2: Establish a CPPW Leadership Team and Healthy Living Collaboration Group to Effectively Implement MAPPS Interventions and Community Change in La Crosse County

Objective 1: Develop a CPPW leadership team with ten high-level community leaders by March, 2010

Objective 2: The CPPW leadership team members will have the skills and competencies to fulfill project requirements

Objective 3: The Healthy Living Collaboration will have facilitated the implementation of all MAPPS interventions by February, 2012

Goal 3: Implement Overarching Media Campaigns to Encourage Healthy Eating and Active Lifestyles

Objective 1: 25% of La Crosse County residents report an awareness and positive impact of county-wide media campaign by February, 2012

Wood County

Goal 1: Project Infrastructure Assures Achievement of Project Goals and MAPPS Interventions

Objective 1: CPPW personnel will include appropriately qualified individuals for all staff and contract positions by March, 2010

Objective 2: Complete a project monitoring plan by February, 2010

Objective 3: Complete a project evaluation plan by March, 2010

Objective 4: Biannually from February, 2010, to February, 2012, measure progress towards anticipated policy, system and environmental changes, and report progress to the CDC

Objective 5: Complete a fiscal management plan by February, 2010

Goal 2: Create a Functional and Effective Leadership Team

Objective 1: Establish a leadership team in Wood County by March, 2010

Objective 2: The Healthy People Wood County Obesity Prevention Team will strengthen its membership with respect to the grant objectives

Objective 3: The Healthy People Wood County Obesity Prevention Team will demonstrate the capacity to facilitate the program objectives by December, 2010

Goal 3: Increase Physical Activity among Wood County Residents

Objective 1: 10% increase in the number of Wood County high school students who limit screen time to under two hours per day by February, 2012

Objective 2: 25% increase in the number of afterschool and regulated child care programs that have policies on daily physical activity by February, 2012

Objective 3: 25% Increase in the number of Wood County Residents participating in social physical activity networks by February, 2012

La Crosse County

Goal 4: Improve Nutrition Among Residents of La Crosse County

Objective 1: Adoption by at least three school districts of district-wide farm-to-school policies by February, 2012

Objective 2: 50% increase in the number of menu items with less than 500 calories in restaurants participating in Gundersen Lutheran's 500 Club healthy dining program by February, 2012

Objective 3: 10% increase in the purchase of fresh fruits and vegetables at grocery stores participating in the Footsteps to Health Program by February, 2012

Objective 4: 10% increase in the number of available and affordable low fat items in vending machines at sites participating in Standfeld Vending's Wellness Warriors program by February, 2012

Goal 5: Increase Physical Activity Among La Crosse County Residents

Objective 1: 10% increase in the number of adults who report biking to work by February, 2012

Objective 2: 10% increase in the number of children biking or walking to school by February, 2012

Objective 3: 25% increase in the weekly minutes of physical activity among seniors participating in a Strong Seniors program by February, 2012

Wood County

Goal 4: Improve Nutrition Among Residents of Wood County

Objective 1: An increase in the number of institutions that utilize local resources for growing or obtaining fruits and vegetables by February, 2012

Objective 2: 25% increase in the number Wood County restaurants and schools that provide nutritional content on their menu by February, 2012

Objective 3: 10% increase in the number of grocery stores and restaurants that competitively price healthier foods by February, 2012

* The grant application submitted to the CDC specifies multiple action steps for each listed objective.

ATTACHMENT 3

State Coordinated Small City and Rural Areas -- Tobacco Prevention Community Action Plan Goals and Objectives*

Goal 1: Establish and Support CPPW Program Infrastructure, Staffing, Program, and Fiscal Management

- Objective 1: Recruit all CPPW personnel by March, 2010
- Objective 2: Complete a project monitoring plan by February, 2010
- Objective 3: Complete a project evaluation plan by March, 2010
- Objective 4: Complete a fiscal management plan by March, 2010
- Objective 5: Maintain qualified CPPW personnel
- Objective 6: Maintain sound fiscal management and reporting systems

Goal 2: Support the Development and Maintenance of a CPPW Leadership Team and CPPW Community Coalition

- Objective 1: Develop a CPPW leadership team by April, 2010
- Objective 2: Maintenance of CPPW project direction and activities over duration of project
- Objective 3: Adoption of an integrated structure committed to the CPPW initiative by the La Crosse Area Health Initiative (LAHI) by May, 2010; Adoption of an integrated structure committed to the CPPW initiative by the Appleton CPPW Action Team by May, 2010
- Objective 4: Implementation of all CPPW policy interventions by February, 2010

Goal 3: Adopt an Evidence-Based Tobacco Prevention and Control Policy Focused on Prohibiting the Sale of Flavored Other Tobacco Products (OTP)

- Objective 1: Implementation of six local policy campaigns focused on prohibiting the sale of flavored OTP by February, 2011; Implementation of a local policy campaign focused on prohibiting the sale of flavored OTP by February, 2011
- Objective 2: Adoption of policies prohibiting the sale of flavored OTP in two municipalities in La Crosse County by February, 2012; Adoption of a policy prohibiting the sale of flavored OTP in Appleton by February, 2012

Goal 4: Adopt an Evidence-Based Tobacco Prevention and Control Policy Focused on Prohibiting the Sampling of Tobacco Products

- Objective 1: Implementation of six local policy campaigns in La Crosse County focused on prohibiting the sampling of tobacco products by February, 2011; Implementation of a local policy campaign focused on prohibiting the sampling of tobacco products in Appleton by February, 2011
- Objective 2: Adoption of policies in two municipalities in La Crosse County prohibiting the sampling of tobacco products by February, 2012; Adoption of a policy prohibiting the sampling of tobacco products in Appleton by February, 2012

Goal 5: Adopt an Evidence-Based Tobacco Cessation Policy to Decrease Tobacco Use

- Objective 1: Participation of 15 major La Crosse County employers in the development of a worksite cessation policy by February, 2011; Participation of seven major Appleton employers in the development of a worksite cessation policy by February, 2011
- Objective 2: Participation by six La Crosse County schools in the development of a school cessation policy by February, 2011; Participation by the Appleton school district in the development of a school cessation policy by February, 2011
- Objective 3: Implementation by ten major employers of a policy to provide smoking cessation resources to employees by February, 2012; Implementation by five major employers of a policy to provide smoking cessation resources to employees by February, 2012
- Objective 4: Implementation by three La Crosse County schools or campuses of a policy to provide smoking cessation resources to students by February, 2012; Implementation by the Appleton school district of a policy to provide smoking cessation resources to students by February, 2012

* The grant application submitted to the CDC specifies multiple action steps for each listed objective.

ATTACHMENT 4

State Supplemental Funding for Policy and Environmental Change -- Component I State Goals and Objectives*

Goal 1: Strengthen and Sustain the Infrastructure Needed to Implement the Specified Statewide Changes

- Objective 1: The Bureau of Community Health Promotion (BCHP) will have staff with the appropriate skills by March, 2010
- Objective 2: BCHP will implement an integrated approach to state and local policy work by December, 2011
- Objective 3: BCHP will develop strategic partnerships for shared planning, implementation, and sustainability by December, 2011
- Objective 4: BCHP will implement a system for monitoring and reporting the progress of the project by March, 2010

Goal 2: Increase Physical Activity in Schools and After School Settings, with a Goal of 60 Minutes per Day

- Objective 1: Increase school and community policies that encourage physical activity for children and staff of at least 60 minutes per day by December, 2011
- Objective 2: Disseminate, through the internet and other sources, best practice resources for physical education and physical activity in school by September, 2010

Goal 3: Increase Access to Fruits and Vegetables in School Meals Through Comprehensive Farm-to-school Strategies

- Objective 1: Increase the number of schools buying local fruits and vegetables through a farm-to-school strategy by 10% by December, 2010
- Objective 2: Increase the number of schools buying local fruits and vegetables through a farm-to-school strategy by 15% by December, 2011
- Objective 3: Increase state legislator awareness and favorable attitudes of farm-to-school programs by 15% by July, 2011
- Objective 4: Increase state legislator awareness and favorable attitudes of farm-to-school programs by 30% by December, 2011

Goal 4: Expand the Impact of Wisconsin's Statewide Smoking Ban by Achieving 97% Workplace Compliance

- Objective 1: Engage with the Wisconsin Department of Justice in collaborative planning for a proactive enforcement scheme by May, 2010
- Objective 2: Establishment of statewide enforcement tools by tobacco control program-funded partners by June, 2010
- Objective 3: Monitoring of smoke free compliance by the tobacco control program by June, 2010
- Objective 4: Promotion of the presence of the smoking ban enforcement in 15 communities by coalitions funded by the tobacco control program by July, 2010

* The grant application submitted to the CDC specifies multiple action steps for each listed objective.

ATTACHMENT 5

State Supplemental Funding for Policy and Environmental Change -- Component II, Obesity Prevention State Goals and Objectives*

Goal 1: Strengthen and Sustain the Infrastructure Needed to Implement the Specified Statewide Changes

- Objective 1: The Bureau of Community Health Promotion (BCHP) will have staff with the appropriate skills by March, 2010
- Objective 2: BCHP will implement an integrated approach to state and local policy work by January, 2012
- Objective 3: BCHP will develop strategic partnerships for shared planning, implementation, and sustainability by January, 2012
- Objective 4: BCHP will implement a system for monitoring and reporting the progress of the project by March, 2010

Goal 2: Increase Physical Activity Among 5 to 18 Year-olds by Creating Local-level Policy Change and Promoting a Statewide Law Requiring 60 Minutes per Day of Physical Activity for Students

- Objective 1: Thirteen funded local nutrition and physical activity coalitions will conduct at least three strategies supportive of policy change to require schools to offer at least 60 minutes of physical activity daily, and at least 50% of the 13 targeted schools will have implemented a written policy change by September, 2011
- Objective 2: By the next legislative session, increase state legislator knowledge of and attitudes towards the policy requiring schools to offer at least 60 minutes of physical activity daily

Goal 3: Increase Physical Activity among 2 to 5 Year-olds by creating Local-level Policy Change and Promoting a Statewide Law to Require Licensed Childcare Providers to Offer at Least 60 minutes of Daily Physical Activity

- Objective 1: Implementation of a local-level policy change requiring at least 60 minutes of physical activity daily in at least 75% of the 20 targeted licensed childcare sites by September, 2011
- Objective 2: Increase by 25% state legislator knowledge of and attitudes towards this policy of increasing physical activity among 2 to 5 year-olds by March, 2011
- Objective 3: Increase by 50% state legislator knowledge of and attitudes towards this policy of increasing physical activity among 2 to 5 year-olds by September, 2011

* The grant application submitted to the CDC specifies multiple action steps for each listed objective.

ATTACHMENT 6

State Supplemental Funding for Policy and Environmental Change -- Component II, Tobacco Prevention State Goals and Objectives*

Goal 1: Strengthen and Sustain the Infrastructure Needed to Implement the Specified Statewide Changes

- Objective 1: The tobacco control program will have staff with the appropriate skills by May, 2010
- Objective 2: The tobacco control program will mobilize 15 local coalitions by February, 2012
- Objective 3: The tobacco control program will mobilize key state partners by February, 2012
- Objective 4: The tobacco control program will implement a system for monitoring and reporting the progress of the project by February, 2012

Goal 2: Reduce Youth Access To Smokeless Tobacco Products Utilizing 10 Municipal Policies (Banning Flavored Products, Free Sampling, Or Both).

- Objective 1: Implementation by 15 funded local coalitions of five strategies supportive of local policies prohibiting the sale of flavored tobacco products and/or sampling by February, 2011
- Objective 2:: State partners will provide four training and technical assistance strategies supportive of local policies prohibiting the sale of flavored tobacco products and/or sampling by February, 2011
- Objective 3: The Fighting Against Corporate Tobacco (FACT) Program will fund ten youth groups to each implement three strategies supportive of local policies prohibiting the sale of flavored tobacco products and/or sampling by February, 2011
- Objective 4: The 18-24 year-old project will fund five campus groups to each implement one strategy supportive of local policies prohibiting the sale of flavored tobacco products and/or sampling by February, 2011
- Objective 5: Tobacco control program-funded disparities networks will engage target populations to each implement three strategies supportive of local policies prohibiting the sale of flavored tobacco products and/or sampling by February, 2011

Goal 3: Reduce Youth Access To Smokeless Tobacco Products by Promoting A Statewide Policy Prohibiting The Sale Of Flavored Tobacco Products

- Objective 1: Tobacco control program-funded local coalitions will conduct four strategies supportive of a statewide candy flavored other tobacco products (OTP) ban by February, 2012
- Objective 2: Tobacco control program-funded state partners will provide six training and technical assistance strategies supportive of a statewide policy prohibiting the sale of flavored tobacco products by February, 2012
- Objective 3: Tobacco control program-funded state partners serving disparate populations will conduct three strategies supportive of a statewide candy flavored OTP ordinance by February, 2012
- Objective 4: The tobacco control program will coordinate a paid and earned media campaign by February, 2012

Goal 4: Establish A Monitoring System For Implementation Of Food and Drug Administration Regulations In The State

- Objective 1: The UW Clearinghouse will develop the "Wisconsin New Product Watch" web application by June, 2010
- Objective 2: Local coalitions will conduct 2500 "New Product Watch" investigations by February, 2012
- Objective 3: The UW Comprehensive Cancer Center--Survey and Evaluation Program will aggregate data, publish state surveillance briefs, and submit at least two papers for national publication by February, 2012

*The grant application specifies several action steps for each objective.