



Working for Whitewater's Wellness

Five Year Summary for 2010-2015



2010-2015 Summary of Accomplishments

Working for Whitewater's Wellness (W3) began March 29, 2010 when representatives from UW-Whitewater's Health & Counseling Services hosted a kickoff meeting to explore the possibilities of forming a health and wellness coalition for the Whitewater community. Representatives from UW-Whitewater, the City of Whitewater, Whitewater Unified School District, local community organizations, health organizations, community members, county public health departments, campus & local ministries, and student groups were invited to participate.

Leadership was provided by UW-Whitewater, the City of Whitewater, and the Whitewater Unified School District. Fort Healthcare quickly came on board early in 2010 and has been a fourth leader and key partner since then.

The Spark

- Dan Buettner's "The Blue Zone Principles"
- The Vitality Project - "Add healthy years to an entire town by creating wellness in every aspect of the community" (a successful community model)

The Purpose

- Combine community/campus efforts ("One Whitewater")
- Grow current wellness programs and add new initiatives
- Establish New partnerships

The Goal

- Focus will not be on individual behavior changes
- **Focus will be on healthy social systems and the environment in our community**

2010-2015 Five Years in Review

Grants & Donations:

Over the past five years, W3 has received funds through sponsorship dollars, in-kind donations, cash from individuals and various grants that have been awarded.

Programs Offered:

- 3 annual events since 2010
- Many ongoing programs sponsored and/or supported by W3

UWW Student Service Learning Projects:

These projects are created and implemented by UW-Whitewater students. They are related to health and wellness and directly impact the community of Whitewater.

- Since 2012, there have been 72 service projects completed.

Publicity/Awareness:

- Email-newsletter
- TV
- Radio Interviews (radio partner A.M. 940/WFAW)

Partnerships:

- Over 7 key organizational partnerships developed over the years for different annual events and programs
- Many other relationships formed with community members and local business owners

Online Presence:

- The website was developed in 2010 and is continually updated on a regular basis.
- The W3 Facebook page has **670 'likes'**
- The W3 Twitter account was added in 2012, currently 169 followers.
- YouTube Account – established in 2012; 4 videos produced

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Working for Whitewater's Wellness: The Components



Vision Statement

The Working for Whitewater's Wellness (W3) coalition seeks to promote physical, mental, spiritual, and social wellness within the context of connecting with one's community by individual and community attention to eating wisely, activity, purpose and social connection.

Mission Statement

Promote Wellness ~ Connect Community

W3 Committees and Goals

MOVE NATURALLY

Is in the process of creating activity groups in the areas of walking, cycling, swimming, weight lifting, and basketball. The intent of these activity groups is to bring those interested in targeted physical activities together to provide a support group and build sense of community by exercising together. These groups might be identified by a neighborhood, co-workers, friends, or a group of new friends created within W3 that have similar interests.

The goal is to provide these groups with support including a self-reporting calendar, targeted weight loss or destination goals, information on how to join various groups, routes for walking/cycling, locations to weight lift along with beginning and intermediate work-out programs, information on aquatic facilities and adult swim lesson information, and open gym and league opportunities for basketball.

EAT WISELY

Mission: To provide the greater Whitewater area with the tools for better eating choices through educational events and programs while connecting with family, friends and community.

Values:

- Gradual changes and improvement in daily food choices;
- Stress immediate and long-term benefits;
- Preparing quick, flavorful food that is budget friendly;
- All foods in moderation

FAMILY AND COMMUNITY CONNECTIONS

Our Purpose is to encourage and support family and community connections

Our mission is to promote:

- Healthy social networks
- Spiritual or religious participation
- Making the family a priority
- Providing informational materials to promote family and community support

GOOD OUTLOOK

Our mission is to provide opportunities for positive information insight and involvement. Good Outlook wants to encourage all individuals within the Whitewater community to give yourself a booster shot of Good Outlook. Pause, reflect, examine, grow and take proactive steps to intentionally enhance your human spirit.

III.) Vision/Mission/Committee Goals 2012-2015

In July 2012, a Strategic Planning Committee was established. This committee revised W3's mission statement, core values and restructured the W3 committees. They also developed a comprehensive strategic plan and a diversity plan for future programming and sustainability**.

Mission Statement

The **mission** of the Working for Whitewater's Wellness coalition is to increase longevity and quality of life utilizing the Blue Zones Lessons by facilitating programs and partnerships to affect sustainable improvements for everyone in our community.

Core Values

W³ values:

1. Blue Zones strategies
2. Collaboration and community connections
3. Comprehensive representation within the coalition
4. Inclusion of all populations in the Whitewater community
5. The Socio-Ecological Model
6. Sustainable improvements



W3 Committees and Goals

Quarterly Summit

The Quarterly Summit provides a venue for committee check-ins, workshops (including guest presenters), appreciation of members and volunteers, and networking.

Leadership Committee

The goal of the Leadership Committee is to provide guidance and oversight to W³, strategic planning and managing W³ Subcommittees work on research and grant writing.

The Leadership Committee is made up of at least one representative from each of the other committees and each of the four founding organizational members. Additionally, at-large positions are available to Whitewater residents. If an individual is interested in joining the Leadership Committee they are to contact the committee Chair.

Environment Committee

The goal of the Environment Committee is to advocate for policy, environment and organizational changes that improve health.

The Environment Committee is open to everyone.

The **Worksite Wellness Committee** is a sub-committee of the Environment Committee.

Activities Committee

The goal of the Activities Committee is to plan, implement and evaluate W³ programs and special events. This group also works to increase connections throughout the Whitewater community in an effort to assist other's efforts to improve health.

The Activities Committee is open to everyone.

Well Hawks Student Committee

The Well Hawks strive to involve UW-Whitewater students in W³ initiatives and also to help bring W³ initiatives to the UW-Whitewater campus.

Well Hawks membership is open to currently enrolled UW-Whitewater students

Outreach Committee

The Outreach Committee was established to help ensure W³ efforts were reaching *everyone* in the Whitewater community. **This committee has been dissolved and a new Outreach Specialist position added in 2015. This new position will be responsible for outreach.

**A complete copy of the Strategic & Diversity Plans available upon request.

W3 Strategic Goal Matrix for the Environmental Committee.

Environmental Wellness Committee			
	Public Policy	Environment/Community	Organization
<p>Eat Wisely: To provide the community with tools to make healthful eating choices.</p>	<ul style="list-style-type: none"> -Policies that promote wholesome eating (school wellness policy) -Incentive programs for buying healthful foods 	<ul style="list-style-type: none"> -Better access to locally grown wholesome foods: (Community Supported Agriculture (CSA), Food Pantry, Farmers' Markets, community/teaching gardens, schools (Farm to School, school supported meals and programs such as Taste Test Tuesday)) -Increase of access to water (bottle refill stations) -Wholesome food options at public venues (distinguishing labels and ratings on wholesome menu and display options at restaurants and grocery stores (NuVal program)) 	<ul style="list-style-type: none"> -Increase of access to water (point of decision prompts, water bottles in school classrooms, bottle refill stations, water coolers in the workplace) -Incentive programs for buying healthful foods-(point of decision prompts, grocery store programs) -Community/Teaching gardens -Worksite wellness initiatives and/or policies that promote wholesome eating
<p>Move Naturally: To provide the community with tools to make healthful activity choices.</p>	<ul style="list-style-type: none"> -Complete Streets policy -Open Gym policy -Policies that promote physical activity 	<ul style="list-style-type: none"> -Complete Streets implementation -Open Gym implementation -Improvement of biking/hiking trails 	<ul style="list-style-type: none"> -Group challenges (Whitewater Walks) -Worksite wellness initiatives that promote physical activity (flexible work hours to encourage the incorporation of physical activity at any time for employees) -School wellness initiatives that promote physical activity (walking/biking school bus)
<p>Outlook: To provide spiritual, organizational, and intellectual opportunities for positive information, insight, and involvement and encourage all individuals to pause, reflect, examine, grow, and take proactive steps to enhance the human spirit.</p>	<ul style="list-style-type: none"> -Policies that promote work/life balance 	<ul style="list-style-type: none"> -Beautification (green space maintenance, flowers and plants, litter control) -Welcoming areas for spiritual organizations/practices -Welcoming/Maintained biking/hiking trails and walking paths 	<ul style="list-style-type: none"> -Programs that support good outlook (Challenge Week) -Welcoming spiritual practices -Accessibility to volunteer opportunities -Worksite wellness initiatives that promote work/life balance
<p>Relationships: To encourage and support social connections. W3 values the importance of interconnectedness within the community.</p>		<ul style="list-style-type: none"> -Common spaces (parks and trails, outdoor benches/tables, outdoor smoke-free spaces) 	<ul style="list-style-type: none"> -Initiatives that enhance relationship-building opportunities -Outdoor smoke-free spaces at restaurants

W3 Strategic Goal Matrix for the Environmental Committee.

Wellness Activities Committee		
	Interpersonal	Individual
<p>Eat Wisely: To provide the community with tools to make healthful eating choices.</p>	<ul style="list-style-type: none"> -Opportunities for families and communities to eat wholesome foods by providing wholesome recipes -Increase of cooking skills through group programs 	<ul style="list-style-type: none"> -Increase of consumption of water and limitation of sugar-sweetened beverages (point of decision prompts) -Increase of consumption of wholesome foods (point of decision prompts) -Wholesome eating education (Shopping Matters)
<p>Move Naturally: To provide the community with tools to make healthful activity choices.</p>	<ul style="list-style-type: none"> -All physical activity programming that increases social interaction 	<ul style="list-style-type: none"> -Increase of physical activity (point of decision prompts) -All physical activity programs and events -Existing W³ programs: Whitewater Walks, Whitewater walking groups, Whitewater Bikes, Whitewater Hoops, Free Yoga, Be Active Today 5K and FitKid Shuffle
<p>Outlook: To provide spiritual, organizational, and intellectual opportunities for positive information, insight, and involvement and encourage all individuals to pause, reflect, examine, grow, and take proactive steps to enhance the human spirit.</p>	<ul style="list-style-type: none"> -Accessibility to volunteer opportunities -Spiritual communities (providing information to increase awareness and opportunities) 	<ul style="list-style-type: none"> -Accessibility to volunteer opportunities -Personal growth (cultural awareness programs, self-esteem, self-reflection) -Spiritual growth -Meditation (Free Yoga) -Work/Life balance -“Unplugging” (limiting technology use at certain times of day)
<p>Relationships: To encourage and support social connections. W3 values the importance of interconnectedness within the community.</p>	<ul style="list-style-type: none"> -Neighborhood engagement programming -Connection of families, groups, friends, employees, etc. through programming (Wellfest) 	<ul style="list-style-type: none"> -Building and strengthening of relationships

V.) Diversity Plan

Diversity Plan

A Diversity Plan was developed in 2013.

The goal of the Diversity Plan is to help ensure adequate representation on W³ committees and to effectively serve all populations.

W³ programming will be inclusive of the Whitewater community Latino population.

- Programs of focus:
 - Vitality Compass promotion/use
 - W³ Summits
 - Freeze Fest
 - Make a Difference Day
 - Wellfest
 - Rock the Walk and Slimdown Challenge
 - Fitness classes
- Inclusivity strategies
 - **At least one fitness instructor will speak Spanish.**
 - Program materials will be translated to Spanish.
 - Provide translated materials/presentations/discussions about W³ for the Latino population.
 - Communicate programming through existing organizations/partnerships:
 - ESL program at Whitewater High School – Jorge Islas Martinez
 - United Way – unitedway@idcnet.com
 - St. Pats Church – Carla Del Pozo
 - LINC Elementary School – Shirley Cutshall, Kristen Kwiatkowski
- Enabling strategies
 - Seek out grant opportunities to help fund initiatives and resources for populations
 - Check on possible funding opportunity through United Way

VI.) Grant Summaries

- **AHEC - CHIP (Community Health Internship Program):** W3 has secured three awards from the Wisconsin Area Health Educators Center (AHEC) to provide an eight-week, full-time internship to students (1 student intern per award year: 2012, 2013 and 2014). These interns advanced W3 initiatives by working on projects to support W3's mission and vision.
- **CHANGE:** The Wisconsin Department of Health, through the Nutrition, Physical Activity and Obesity department, awarded W3 funding to conduct community health needs assessments and to carry out interventions that target obesity. W3 has used three cycles of the CHANGE grant and focused on environment changes that will increase use of active modes of transportation. W3 has partnered with the City of Whitewater to design and purchase trail signage.

- **Healthy Wisconsin Leadership Institute (HWLI):** On two separate occasions, W3 has been selected by HWLI to receive specialized technical assistance to support W3. W3 members have attended workshops and hosted HWLI trainers in Whitewater to learn ways to improve the way in which W3 carries out its mission and goals.
- In 2014, W3 was recognized as one of Wisconsin’s Top Rural Development Initiatives by Wisconsin Rural Partners. This recognition is awarded to groups that demonstrate the spirit of partnership and collaboration in creating positive community impacts.
- The FitKid Shuffle was awarded grants in both 2014 and 2015 from the United Way. This funding will off-set the cost of the FitKid Shuffle so that children can participate free of charge.
- AmeriCorps: From 2011-2014 W3 received awards from AmeriCorps to employ a full-time VISTA worker. This opportunity was an integral part of W3’s success. The two VISTA’s who worked with W3 had a tremendous positive impact in Whitewater. W3 would not be as strong of an organization as it is today without the award from the AmeriCorps program.

VII.) Program Highlights

5K & Fit Kid Shuffle

The 1st Annual Taste Trot 5K & Fit Kid Shuffle was done on September 25, 2010 in conjunction with the Taste of Whitewater, an annual event hosted by the City of Whitewater. The purpose of the 5K & Fit Kid Shuffle was to provide an opportunity for community members to be active. It was also a source of fundraising for future W3 programming. The 5K & Fit Kid Shuffle has been done annually since 2010. The event was combined with the Discover Whitewater

Series (DWS) in 2013 to pool resources and work together to raise money for the community. W3 is a charity partner of the Discover Whitewater Series, receiving a portion of the proceeds collected each year. W3’s role for this event is to set up and manage the Fit Kid Shuffle, assist with fundraising to allow kids to participate at no cost, provide a volunteer base on race weekend, and to help with promoting the event. The event continues to grow each year.



	5K Participants	Fit Kid Shuffle	Revenues
2010	52	49	\$1200
2011	58	50	\$1160
2012	63	54	\$1252
2013	212	92	\$5000
2014	261	132	\$5200



Community Challenge Week

W³ Community Challenge Week is to challenge every person and every family within the Whitewater and UWW Community to intentionally do things to promote physical, mental, spiritual and social wellness within the context of connecting with one's community by individual and community attention to eating wisely, activity, purpose and social connection. All community members were targeted with promotional materials mailed to some homes and flyers distributed throughout the schools and local businesses. People were encouraged to fill out and submit a log sheet including

their intentions and accomplishments to be entered to win prizes. One event promoted was a movie called *The Human Experience*, which had 450 viewers. Over 50 families from Washington Elementary School participated in the Community Challenge Week and they also added a Family "Movin'" Challenge as well as additional family events during this week.

Cooking With Daniels

Learn how to cook simple recipes!

Come in and view a personal cooking demonstration right here at our store, and learn some new simple recipes!

Tuesday, April 9th
6:30pm-7:30pm

Demonstrator:
Traci Wilson



Please Sign Up In Advance

Recipe:
Pan-Grilled Chicken
w/Cranberry Salsa
Chickpea & Spinach
Curry

Cost \$5.00
(25 person max)

See Customer Service
Desk for details.

Daniels Foods

Daniels' Sentry Foods Partnership

A partnership was developed early on with W3 and Daniels' Sentry Foods in Whitewater to offer tools for people to make healthy eating choices at the grocery store. A large poster was designed and printed to sit on one of the endcaps at the store. The endcap would then feature healthy food choices and beverages. Smaller signs were also printed and placed within the grocery isles to hi-light healthy food choices or food groups including their nutrition highlights. One of the checkout lines within the store features healthy food items only (no candy or chips), including protein and granola bars, bananas, and healthy beverages, such as water and juice. Daniels' Sentry has also graciously continued to allow different UWW student groups to set up wellness displays or do health-specific projects within the store. They have also offered a number of healthy cooking classes that focused on how to prepare quick, healthy meals on a budget.

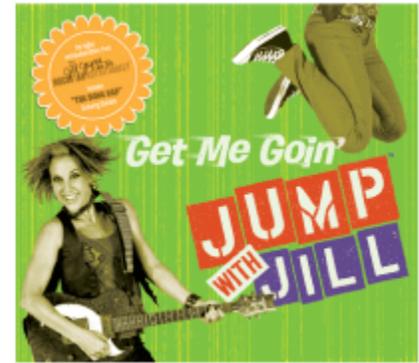
Whitewater Walks

Over the past five years, Whitewater has had a number of different events that took place throughout the community to encourage people to be more active by just walking. The annual *Walk to School Challenge* takes place in October. This is a national challenge that is promoted within the Whitewater community. *Walk for Washington* is an annual fund raiser for the school where students collect pledges and then walk laps outside on school grounds. LINCS Elementary school also has a similar program to help raise funds for their school. This promotes healthy lifestyles and encourages kids and families to move more, and discourages fundraisers that promote unhealthy food choices, such as candy and cookie dough. *Energizing the Eagles* is a teacher led/student walking group that takes place before school at Washington Elementary. This program is to support kids to move more in a safe environment. The *Whitewater Walks Challenge* was a challenge created and coordinated by W3. Employees from UWW, City of Whitewater, and WUSD participated in a steps challenge. In 2011, 171 people participated and 37, 695, 040 steps were logged. In 2012, the *Whitewater Walks Challenge* was opened up to the entire Whitewater community and 91 people participated. This program has not been offered since 2012 and has been replaced with Fort Health Care's *Rock the Walk*.



Jump with Jill

May 13, 2011 – Two shows completed at UW-Whitewater (open to the public) & during a Washington Elementary School Assembly. *Jump with Jill* is an entertaining and engaging program for kids that incorporate healthy eating and exercise routines.



After seeing the Jump with Jill show:

- 75% of all students reported trying to be more active
- 81% of 4th graders and 74% of 3rd graders reported trying to drink more water.
- 58% of the 3rd graders reported trying to drink less soda.
- 80% of 3rd graders reported telling a parent about Jill's health and nutrition messages.



Let's Move Girls

This program is in partnership with the Whitewater Unified School District and is coordinated by Diana Hoffman, District Nurse. The *Let's Move Girls* program teaches lifelong healthy eating and exercise habits for young teen girls. This program has taken place every year since the spring of 2012. Since 2012, 44 have girls participated and 2-3 UWW volunteers have assisted each year with the 6-week program after school.

Wellfest

This program was established in 2012 to provide an annual event to support all four wellness areas, connect with other wellness organizations, and provide opportunity to all community members without limitations. This event has continued to grow and expand since 2012. Sponsorship dollars and donations are accepted for this event and allow W3 to expand its programming and educational efforts throughout the year.



	# of sessions offered	Vendors	# of participants	# of volunteers
2012	20	20	80	N/A
2013	20	20	180	25
2014	20	63	114	30
2015	53	31	208	N/A

Freeze Fest

This is an annual event hosted by the City of Whitewater. Since 2011, W3 has participated in helping to promote this event and to offer an educational component during the day of events. In 2011, a Nordic walking demo was offered (15 participants) and arts & crafts for families were coordinated. W3 has continued to promote this event and to encourage healthy active lifestyles during the winter months.



Operation Beautiful

Operation Beautiful was an event hosted by UW-Whitewater's Health & Counseling Services. Over **500 people** attended the Operation Beautiful in February 2012. W3 helped to facilitate: A self-portrait workshop, Yoga & Smoothies for Teens Only, presentations offered to the UW-W Children's Center, 5th graders at LINC'S Elementary, Whitewater Middle School and an Operation Beautiful girls' basketball game.

Yoga, Mindfulness & Meditation



Free Yoga classes have been promoted since 2011. Classes are offered regularly at UW-Whitewater Ambrose Health Center with Sharon Mueller and downtown Whitewater at the Cravath Lakefront Community Building with Brienne Brown. Participants at the UW-Whitewater location has averaged 7-8 participants per class with 50-65 classes offered throughout the year (totaling 370-466 participants per year).

Rock the Walk

Rock the Walk is a partner event with Fort Health Care that takes place in the fall. W3 is invited to recruit participants to compete on W3's team for a 6-week walking/10,000 steps challenge. W3 has participated in this event for three years.

In 2012, 131 people took the 10,000 steps challenge and averaged 8,011 steps per participant per day. The Whitewater Unified School District also created a team with 52 participants and averaged 8085 steps per participants per day. In 2013, 131 of participants joined the W3 Team and averaged 8324 steps per day. In 2014, 119 people participated. Estimated number of steps per person per day was 8100 (due to a new computer platform, this information is currently missing).



Slimdown Challenge

The Fort HealthCare Slimdown Challenge is a 12-week-long online challenge that invites all local community members to utilize available tools and seek motivation to live healthier, more active lifestyles while losing some unwanted pounds. The goal is to healthfully lose weight over time. Working for Whitewater's Wellness has promoted and participated in this challenge from 2013-2015, offering free registration to our community members, area businesses and organizations.



Moving Naturally

One of W3's major initiatives is to get people to move more and be active on a daily basis. Many classes and events related to "moving naturally" are supported by and promoted by Working for Whitewater's Wellness. Regular events that are free or low cost are listed on W3's website (www.w3wellness.org) and continually updated and promoted through events, monthly newsletters, and social media outlets managed by W3. Examples of regular activities offered throughout the community include Zumba classes, Whitewater Hoops, Whitewater Cycling, and Whitewater Swimming, walking and running groups, and many other recreational activities for all ages.

Complete Streets

One of W3's Environment Committee goals is to support and advocate for policies related to health and wellness.

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. In Whitewater, there are many streets where Complete Streets have been established or constructed. Some of them include Starin Road, Warhawk Drive, Executive Drive, Universal Blvd, Milwaukee Street (Wisconsin to Esterly), East Main St., East Main Street from Milwaukee to Newcomb and the intersection of Main Street to Milwaukee Street (for safe crossing areas). W3 committee members continue to stay up to date and communicate with City Council members, including attending City Council meetings, to support and advocate for continued future construction of more



MOVING NATURALLY

Complete Streets in Whitewater. In January 2015, the City Council passed an ordinance that states "Complete Streets, bicycle, pedestrian, and transit facilities features shall be incorporated, when applicable and practical, in all city street projects, and reconstruction, repaving, and rehabilitation projects..." (Exceptions and other details can be found at: http://www.whitewater-wi.gov/images/stories/agendas/common_council/2015/ccagen_2015-0120.pdf). This is a great example and a positive step towards creating a healthier environment for community members, and thus greater success for individuals to adopt a healthy lifestyle.

Trail Beautification/Signage

To promote a "Good Outlook" (to provide spiritual, organizational and intellectual opportunities for positive information, insight and involvement) and to "Move Naturally", W3 has used grant monies to help pay for signage to be installed and maintained on area hiking and biking trails. Future goals include additional funds and support for additional signage, trail beautification, better access to trails and use of trails in and around the Whitewater community.

Community Gardens/Access to Local Food

Many gardens have been started over the last few years, providing better access to locally grown, wholesome foods for community members. W3 supports and advocates for community gardens and has provided funds for some gardens, including the LINCS school garden, to help pay for supplies and tools needed to initiate the gardens. Gardens in the area include:

Whitewater Community Gardens:

Danielle Hudson daniellesclarinet@gmail.com

20'x20' plots for \$25 for the year. Tools, water, 2 bales of straw all included.

Gardens located in Whitewater Business Park on the East side of town.



In the Whitewater School District at Lincoln Inquiry Charter School –Elementary:

Liesl Schultz Hying Liesl_schultz@hotmail.com

Four 4'x12' Raised beds

Students part of the process and the learning

During school year and to be planned for summer

On the UW-Whitewater Campus:

Campus Garden

Wes Enterline EnterlinWJ03@uww.edu

50'x50' garden plot. Food donated to local food pantry.

UW-Whitewater Children's Center:

Erica Schepp scheppe@uww.edu

A few plots of garden in natural play space.

Access to Water/Bottle Refill Stations

W3 strives to promote drinking more water and encourage area businesses to install water bottle refill stations to promote access to drinking water and to reduce the number of plastic water bottles used. Funds raised by W3 have been used to help cover the cost of refill stations installed over the past 3 years, including one refill station that will be installed at the Whitewater Middle School in 2015.



Make a Difference Day

Nationally, *Make a Difference Day* is a day of helping others - a celebration of neighbors helping neighbors! Locally, UW-Whitewater has partnered with local communities to identify needs and pair student and community volunteers with those needs. Over the past 8 days of service (starting in 2005), more than 4,500 volunteers have completed various projects, totaling more than 14,000 hours of service. Working for Whitewater's Wellness has assisted in supporting and promoting this event through community outreach, email marketing, and social media promotion.

Worksite Wellness

A Worksite Wellness Sub Committee was added to W3's Strategic Plan for 2012-2013 and falls under the Environment Committee. Currently, UW-Whitewater, City of Whitewater and the Unified School District have started the process of developing a worksite wellness program. During 2014-2015 all of the current worksite wellness locations have advanced their program by providing biometric screenings, health risk assessments and providing programming for their employees. Goals by 2016 are to help one private sector business start a worksite wellness program and also start a Whitewater Worksite Wellness Co-op.

VIII.) UWW Student Service Learning Projects Highlights

Each year, UW-Whitewater student groups are involved in different service learning projects that connect the community with campus resources. Many groups have developed and implemented service learning projects that are related to health and wellness for the community of which W3 has assisted in this process. Since 2012, 72 projects have been completed related to health and wellness with 360 students. Some of the programs accomplished the following:

- Created its own Blue Zone's video with Fairhaven Residents
- Donated \$255 to Treyton's Field of Dreams
- Donated over 100 items of art supplies to Studio 84
- Engaged Washington Elementary parents and children in Minute to Win it Games
- Created multi-mediums for the publicity and recruitment of W3
- Helped to create healthy eating messages, recipe brochures & point of sale materials for the Daniels' Sentry Foods



IX.) Publicity/Awareness/Online Presence

E-Newsletter (Constant Contact)

An email database has been promoted and maintained over the last five years with monthly email newsletters being sent out. Topics communicated include health and wellness education, special events and programming offered through W3, W3's founding member organizations, and/or community events that are submitted. Currently, W3 holds 1871 active emails (622 for general interest, 181 for campus garden information, and others for the Slimdown Challenge, Yoga, and W3llfest interest).

TV, YouTube Videos

A YouTube account was established in 2012 with informational videos produced and published. W3 has also been seen in the media many times through the City's Park Bench and UWW TV station.

Radio Interviews

W3 has established a partnership with WFAW (940 AM) and KOOL (106.5 FM) radio in Fort Atkinson, WI. They act as a media sponsor for W3, helping to promote W3 sponsored events. They have also helped with live radio interviews, radio remotes at W3llfest, and have announced countless Public Service Announcements from W3.

Website: www.w3wellness.org

W3 Website Page Hits

Year	Page Views	Users	Sessions	% returning visitors	% new visitors
April 2013 – June 2013	8565	2175	3126	31.9	68.1
July 2013-June 2014	6053	1614	2289	30.9	69.1
July 2014 – June 8, 2015	16395	5293	7035	24.7	75.3

Total lifetime (since 2010) **likes** of Working for Whitewater's Wellness Facebook page as of 6/24/14: **668 likes**

Total lifetime (since January 2012) **followers** of Working for Whitewater's Wellness Twitter (@W3_LiveWell) page as of 6/24/14: **196 followers, 395 tweets**

X.) Evaluations

Over the past five years, W3 has tracked basic data on programming, including number of participants and/or number of people reached. Evaluations have also been collected for larger events, such as Wellfest and the FitKid Shuffle, to evaluate program effectiveness and to improve upon each event.

In 2012, W3 conducted a community health needs assessment after being awarded a Community Health Assessment & Group Evaluation (CHANGE) grant through the Wisconsin Department of Health Services – Nutrition, Physical Activity and Obesity Program. The CHANGE project is a data-collection and planning resource tool that is used by communities to help create environments that support healthy living. The data W3 collected provided a snapshot of the policy, systems, and environmental strategies currently in place, using the framework for the socioecological model, and therefore, providing a roadmap to help create a community action plan to address health-related needs. The main objectives defined as priorities from the CHANGE project included:

- Offer after-school transportation for Let's Move Girls Program
- Improve decision-making prompts to support healthy eating in Whitewater
- Improve decision-making prompts to support opportunities for physical activity in Whitewater
- Improve non-vehicular transportation system within the City
- Increase access to cool drinking water in Whitewater by installing water bottle refill stations
- Increase partnerships/sponsors/memberships with Whitewater organizations and businesses

From 2013-2014, W3 implemented Phase 2 of the CHANGE project: ACE – Active Community Environments. W3 chose to implement the ACE project in Whitewater in order to influence health behaviors through positive environmental changes. The ACE toolkit allows communities to assess their current environmental state and affect changes in order to increase the likelihood of being active outside. Changes should include more hiking/biking trails, better access to public locations, and safer crosswalks and biking lanes. After completing a community walking and bicycling audit, W3 determined that increased awareness of biking and hiking trails, including better trail signage and promotion were needed. Phase 3 of the CHANGE grant allowed representatives of W3 to advocate for and assist in the success of passing the Complete Streets ordinance in January of 2015, as well as provide funds to help pay for new signage being developed throughout the city.

On July 2, 2015, Working for Whitewater's Wellness, Inc. became a corporation and now seeks to become its own non-profit organization to continue its vision and mission for the Whitewater community. Future long-term goals and strategies have been established based upon outcomes of past work and data collected through the CHANGE project, as well as community wellness projects implemented over the past five years through W3's founding members and partners.

Strengthening the sustainability of the organization is an important long-term goal that W3 has established. Development of a comprehensive evaluation tool to measure long term success and provide a positive and proactive impact on the community will be completed within the next four years**.

**Please see the W3 Strategic Plan 2016-2020 for more details.