

Our Work to Transform Wisconsin

HEALTHIEST MANITOWOC COUNTY



FOCUS ON RESULTS

Healthiest Manitowoc County greatly increased access to fresh, healthy foods, made more opportunities for physical activity and promoted tobacco free living. Along the way, they grew their coalition and organized outreach efforts which made both their presence and their cause much more visible in the community. Their successes are many and, in addition to developing lasting community partnerships, they include:

- Implementing and supporting Farm to School programming in county school districts, including school gardens and nutritional education like Harvest of the Month, cooking demonstrations and farmer in the classroom.
- Working with school food service directors and staff on institutional procurement by connecting the districts to share knowledge and best practices while also hosting meetings to develop relationships between the schools and local producers.
- Promoting farmers markets, EBT at the markets and providing ways to meet local producers.
- Working with Manitowoc and Two Rivers Senior meal sites and local hospitals (Holy Family Memorial and Aurora) on integrating fresh, local produce into their procurement practices.
- Conducting outreach education on the importance of fresh, healthy foods, physical activity and tobacco-free living with local policy makers in Reedsville, Manitowoc, Two Rivers and Cleveland.
- Educating the public and policy makers on the dangers of Other Tobacco Products (OTP) and the importance of continued funding for tobacco prevention and control programs.
- Promoting active classrooms across the county while rolling out a successful pilot at Jackson Elementary resulting in 37 active classrooms and a Physical Education staff person expanding efforts to other schools.

I feel very good about the number of schools that we have involved during this two year grant cycle and that we will be able to build upon the foundation that we have built.

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HOW IT GOT DONE

Healthiest Manitowoc County's community efforts were supported by great local partnerships across key community sectors. Some collaborative partners that made success possible were:

- Manitowoc County School Districts' administrators, food service professionals, teachers, physical education specialists and parents
- Manitowoc Chamber of Commerce Wellness Committee
- Many local producers
- Manitowoc/Two Rivers YMCA
- Manitowoc's Rural Community Economic Development Committee
- The Grow it Forward Community Gardens, formerly called the Union Park Garden project
- Holy Family Memorial and Aurora Hospitals
- Clipper City Food Co-op and Lakeshore Technical College - service learning project to develop a marketing plan, marketing materials and a website
- UW Extension
- UW-Manitowoc and UW- Green Bay internship support
- Community Health Internship Program

OPPORTUNITIES AHEAD

Considering the amount of community enthusiasm and support for the local food movement, Healthiest Manitowoc County is hopeful that efforts to increase access to fresh, healthy foods will continue to grow. In schools, they plan to continue promoting local procurement with food service directors. At the same time, the coalition anticipates broadening its focus on reaching the entire community through farm to fork efforts, rather than concentrating solely on Farm to School. Active classrooms is expected to continue through the passionate support of parents and teachers. However, considering the recent loss of funding, work in certain initiatives will likely change, diminish or cease altogether. Resources will be greatly reduced for local tobacco-free living promotion as well as with efforts seeking out recreational use agreements to open facilities to the public. Some of this work ahead will be very challenging without dedicated staff.

