GREATER CHIPPEWA AND ST. CROIX VALLEY REGIONAL PK-16 CONSORTIUM

UNIVERSITY OF WISCONSIN – EAU CLAIRE
UNIVERSITY OF WISCONSIN – RIVER FALLS
UNIVERSITY OF WISCONSIN – STOUT

Consortium Representative to the West Central Wisconsin Workforce Development Board
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REQUEST FOR FUNDS:
USING BROADBAND AND OTHER SYSTEMS TO ADDRESS COMMUNITY-BASED HEALTH CARE EDUCATION NEEDS

ORGANIZATION: The Greater Chippewa and St. Croix Valley Regional PK-16 Consortium was established in 2002 using base budget dollars from UW System. The Consortium includes: UW-Barron County, UW-Eau Claire, UW-River Falls, UW-Stout, Chippewa Valley Technical College, Wisconsin Indianhead Technical College, Cooperative Education Service Agency 10, Cooperative Service Agency 11, Momentum Chippewa Valley, West Central Wisconsin Regional Planning Commission, and West Central Wisconsin Workforce Development Board. Administered through University of Wisconsin-Stout, this regional organization blends the resources of the full spectrum of educational service providers and aligns existing planning groups into a structure for supporting workforce planning and economic development initiatives. Consortium projects leverage the institutional strengths of participating entities and align resources to meet the needs of regional businesses. The consortium provides seamless access to knowledge dissemination, technical support, and research services for employees and employers in the nine counties of the region.

DESCRIPTION: A Consortium project known as “Synergy: Positioning for Economic Growth” provides an ongoing process for the region to examine critical workforce and economic development needs. At the Synergy planning event in September, 2004, the need to leverage the region’s broadband infrastructure to provide public educational offerings aimed at addressing the region’s health care needs (specifically the issue of changing personal behaviors related to increasing obesity, and consequently the insurance costs of employers) was identified as a target for project development in 2005-2006. This project will collaboratively address this need and include the region’s higher education system, its primary health care providers (including Mayo affiliated Luther-Midelfort and Marshfield Clinics), and local public health departments to improve the health of the region’s citizens, positively affecting the cost of health care insurance for employers. Over the one-year demonstration period, this project will:

- Develop a training curriculum and public awareness program designed to motivate and sustain healthier behaviors to reduce obesity in our communities
- Recruit and involve employers in motivating employees to participate in obesity reduction programs
- Establish a web-based system that documents practice and effects on employment, earnings, health, satisfaction, and the need for public subsidy of obesity programming
- Establish a system to track changes in employment, benefits reliance, and economic participation over a multi-year period
- Formulate public policy recommendations related to health behaviors and obesity
- Disseminate reports that describe practices and provide obesity and public health policy recommendations for Congressional purposes
TIMETABLE: The Consortium (through its fiscal entity, UW-Stout) requests funding for Fiscal Year 2006 and plans to implement a program using the following tentative timetable:

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity Description</th>
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<tbody>
<tr>
<td>October</td>
<td>Engage partners (Consortium members, health care entities, public health departments, and broadband providers)</td>
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<tr>
<td>November-December</td>
<td>Develop curriculum public awareness offerings</td>
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<td>December-January</td>
<td>Continue offering development and market series</td>
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<td>January-September</td>
<td>Provide awareness and intervention offerings</td>
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<td>July-August</td>
<td>Evaluate initial offerings</td>
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<td>July-September</td>
<td>Track project</td>
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<td>July-August</td>
<td>Document and disseminate demonstration practices</td>
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<tr>
<td>September</td>
<td>Present recommendations to agencies and the Congress on impacts and savings achieved for communities and the U.S.</td>
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PAST FUNDING: Years Federal Agency and Program Amount of funds

NONE RECEIVED FOR THIS PRIORITY AREA

COSTS: Total Costs in FY 2006: $ 480,000
UW Personnel Committed to Project (3 @ 50,000) 150,000
Subcontracts:
  - Collaborating Community Entities (5 @25,000) 125,000
  - Infrastructure Entities (5 @5,000) 25,000
  - Curriculum development and distance learning 85,000
  - Practice and Policy Reporting and Dissemination 35,000
  - Website development and maintenance 25,000
  - Other (supplies, travel, data collection) 10,000

Anticipated Funds from Other Sources in FY 2006: $ 30,000
Consortium In-Kind Supplement: 15,000
Sale of Products and Services (e.g., training programs) 15,000

Federal Funding Requested in FY 2006: $ 450,000

SIGNIFICANCE: According to the July 5, 2003, issue of the Journal Sentinel, the percent of obese Wisconsinites nearly doubled in the decade ending in 2001, from 12.7% of adults to 21.9%, 1% more than the national average. Further, obesity is expected to kill about 6,000 people in Wisconsin every year. The fiscal impact is also high, an estimated $2.3 billion, in Wisconsin alone, and these costs are passed on to businesses, individuals, and taxpayers alike. Wisconsin's obesity problems are largely a result of the behaviors individuals have chosen to engage in, but individuals can also choose to be a part of the solution. This project is designed to arm businesses and individuals with the necessary knowledge, tools, and strategies to change behaviors, reduce obesity, improve health and quality of life, and ultimately save health care dollars. Even a 1 percent decrease in the percentage of obese Wisconsinites will have a large impact on the region’s health care bill.

CONTACTS WITH CONGRESS: Congressman Kind, Obey, and Senators Kohl and Feingold will be contacted regarding this project.