

JOIN US AT [WWW.WAUKESHACOUNTY.GOV/LIVEWELL](http://WWW.WAUKESHACOUNTY.GOV/LIVEWELL)

# NUTRITION & PHYSICAL ACTIVITY ACTION TEAM

## Overarching Goal

Improve physical activity and nutrition for Waukesha County Residents

# 70%

Of adults are overweight or obese  
in Waukesha County.

# 25%

Of adults consume the recommended  
3+ vegetables a day.

## Nutrition Goal

- Increase the percent of adults who consume the recommended 3+ vegetables/day from 25% to 30% by December 31, 2021.

### How will we get there?

- Fruit/vegetable of the month campaign.
- Utilize social media, business community, websites, and printed media to support campaign.

## Physical Activity Goals

- Increase the percent of adults who meet the recommended moderate or vigorous activity levels from 46% to 50% by December 31, 2021.
- Reduce the percent of adults who are overweight or obese with a BMI of 25+ from 70+% to 68% by December 31, 2021.

### How will we get there?

- Promote increase in physical activity through programming such as Fit in the Parks, Walking for Wellness, and Winter Wellness.
- Partnering with Waukesha County Parks, YMCAs, healthcare partners.



# PROGRESS UPDATES

## Officially launched Live Well Waukesha County in April 2019

- Created the Live Well website - [www.waukeshacounty.gov/LiveWell](http://www.waukeshacounty.gov/LiveWell).
- Created a monthly e-newsletter to be sent to subscribers.
- Developed an initial survey to assess current state of activity and vegetable intake. Subsequent surveys will be sent on a quarterly basis to monitor and measure progress.

## Eat Well Program

- Created the Harvest of the Month website.
- Partnering with Waukesha County Public Health and Environmental Health Divisions, hospitals, and community organizations to spread the word.
- Delivered more than 1,000 Harvest of the Month informational flyers to local restaurants and grocery stores.
- Partnered with Washington/Ozaukee Counties to create Harvest of the Month schedule through August 2020.



## Move Well Program

- Created the Move Well website.
- More than 1,000 participants at Sunset/Candlelight Hikes.
- Launched Fit in the Parks program in partnership with more than 20 community organizations.
  - Hosted more than 180 FREE activities throughout Waukesha County during the summer.
- Planning to further expand in 2020 to additional communities.



## JOIN THE MOVEMENT!

- Visit [www.waukeshacounty.gov/LiveWell](http://www.waukeshacounty.gov/LiveWell) to learn more and sign up for the monthly Live Well e-newsletter.
- Eat Well: Contact Mike Glasgow, Live Well Tri-Chair
  - [MGlasgow@waukeshacounty.gov](mailto:MGlasgow@waukeshacounty.gov)
  - (262) 548-7848
- Move Well: Contact Holly Glainyk, Live Well Tri-Chair
  - [HGlainyk@waukeshacounty.gov](mailto:HGlainyk@waukeshacounty.gov)
  - (262) 896-8074

