
OBESITY

Obesity is a health priority in Eau Claire County because...

Increased body fat is a risk factor for the development of a host of chronic diseases, from heart disease, to diabetes, to some cancers, which account for some of the leading causes of preventable or premature deaths in the United States. On the community health survey, 71% of residents believed obesity was a major or moderate health issue in Eau Claire County. 76% of respondents thought this was because healthy weight management practices are not easy.⁴ More than two-thirds of adults in Eau Claire County are considered overweight or obese.¹³ If the obesity rate continues to rise at its current rate, more than half of Wisconsin adults will be obese by 2030¹⁴. Like many chronic diseases, obesity is preventable with a lifestyle that involves a nutritious diet and regular physical activity.

Prevention of obesity is important to Eau Claire County.

People of all ages need to eat nutritious foods and be active to stay healthy throughout their life. Regular physical activity and healthy dietary habits help reduce the risk for several chronic diseases such as obesity, type 2 diabetes, cancer, heart disease, and stroke. Maintaining a healthy weight and getting the essential nutrients the body needs is important for reducing the risk of developing these chronic conditions. To prevent obesity, we must make the healthy choice easier for all people in the community.

Obesity and Healthy Nutrition

The health priorities of obesity and healthy nutrition round out Eau Claire County's top five health priorities. During the CHA process, teams spent much time discussing how these two issues are related, as well as other health areas, including links to chronic disease conditions and physical activity. Of course, these two priorities are closely connected, as healthy nutrition and physical activity play an essential role in obesity prevention. Addressing a lack of healthy nutrition and obesity as root causes of a host of chronic conditions will be important to improving health outcomes in a more comprehensive manner. Chronic diseases are among the most common and costly of health problems, are rarely cured, and often get worse over time, resulting in disability later in life.

Goal and Objectives

Members of the Chronic Disease Prevention Action Team identified the following goal and objectives based on several factors: root cause, evidence, community input, [assets](#) (located in the appendix of the CHA), alignment with [state](#) and [national](#) plans, and community readiness.

Goal: Promote active lifestyles for Eau Claire County residents at all life stages.

Objective: By end of 2024, implement, support, or expand at least 5 strategies that promote physical activity in a variety of places and spaces.

How We Know We Are Making a Difference

Data indicators that will be used to measure success over time.

Key: ✓ or ✗ indicates whether Eau Claire County did better or worse compared to Wisconsin or the nation.

Data indicator	Eau Claire County	Wisconsin	United States
Percentage of adults (20+) with body mass index of 30 or greater ¹⁹	28%	32% ✓	30% ✓
Adults who are either overweight or obese ¹⁷	68%	—	—
Adults aged 20 and over who report no physical activity ²⁰	19%	20% ✓	23% ✓
Percentage of high school/middle school students who are physically active 60 mins. per day for 5+ days ⁸	56% HS 66% MS	57% HS ✓ —	44.1% HS ✓ —
Percentage of high school/middle school students who spent 3 or more hours per day on phone, Xbox, or other device on an average school day ⁸	44% HS 55% MS	49% HS ✓ —	46.1% ✓ —



Current Stakeholders

Stakeholders involved in Chronic Disease Prevention Action Team work.

Aging and Disability Resource Center of Eau Claire County	HSHS Sacred Heart Hospital
City of Eau Claire	Marshfield Clinic Health System
Community Representatives	Mayo Clinic Health System
Eau Claire City-County Health Department	Spectrum Insurance Group
Eau Claire City Council	The Community Table
Eau Claire Parks, Forestry, & Recreation Department	University of Wisconsin-Eau Claire
Eau Claire YMCA	University of Wisconsin-Extension (Chippewa, Dunn, and Eau Claire Counties)
Group Health Cooperative of Eau Claire	Visit Eau Claire/Wintermission
	West Central Wisconsin Planning Commission



Strategies

Some practices and programs considered by Chronic Disease Action Team to prevent obesity.

(*=*evidence-informed strategies*)

- Environmental and systems approaches designed to foster development of healthier behaviors and active living.
 - Community-wide physical activity campaigns*
 - Physical activity programs for older adults*
 - Improve walkability/community wayfinding*
 - Targeted outreach to engage and share information/resources with under-reached populations
 - Partnerships with community organization(s) for annual community wellness event



Alignment with State & National Plans

State and national plans were reviewed to help form health priority goals, objectives, and strategies that align with the vision of the state and nation that also consider disparate populations.

Below are some of the specific state or national goals and/or objectives that align with obesity prevention efforts included in the 2021-2024 Eau Claire County CHIP.

Obesity
<p><u>Healthiest Wisconsin 2020 Objectives:</u></p> <ul style="list-style-type: none"> • Increase physical activity for all by making changes in facilities, community design, and policies. • Every Wisconsin community will provide safe, affordable, and culturally appropriate environments to promote increased physical activity. • Wisconsin will reduce disparities in obesity rates for populations of differing races, ethnicities, sexual identities and orientations, gender identities, and educational or economic status
<p><u>Healthy WI 2020</u></p> <ul style="list-style-type: none"> • Goal: Eat healthier and move more. • Objective: Increase consumption of healthy foods and beverages and increase physical activity
<p><u>Healthy People 2030 Objectives:</u></p> <ul style="list-style-type: none"> • <u>Reduce the proportion of children and adolescents with obesity — NWS-04</u> • <u>Reduce the proportion of adults with obesity — NWS-03</u> • <u>Reduce the proportion of adults who do no physical activity in their free time — PA-01</u> • <u>Increase the proportion of adolescents who do enough aerobic physical activity — PA-06</u>