

Goals:

1. Increase physical activity for all Richland County Residents
 2. Improve healthy eating for all Richland County Residents
 3. Promote a holistic concept of "Fitness in Total"
 4. Strengthen the Richland FIT Coalition
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Richland FIT partners:

- Richland Health & Human Services
- Richland Medical Center
- The Richland Hospital
- Richland School District
- Richland Center Parks, Recreation and Grounds
- Symons Recreation Center
- Neighborhood Housing Service
- Scott Consulting Partners
- UW Extension
- WRCO Radio
- Pine River Food Co-op
- Richland Area Farmers' Market



All residents of Richland County may join the coalition!

For more information contact:

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Health and Wellness Coordinator

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Find us on Facebook:

Richland FIT: Fitness in Total

Follow us on Twitter:

[@RichlandFIT](https://twitter.com/RichlandFIT)

Richland FIT
"FITNESS IN TOTAL"

**Richland FIT is
a group of
community
partners
committed to
improving
health where it
starts—
where we
live, work and
play!**

Social Ecological Model

According to the Social Ecological model of behavior change, obesity is caused by five interacting levels of influence:

- Individual
- Interpersonal
- Organizational
- Community
- Public policy

This approach focuses on changes that occur 'upstream' of individual behaviors because they have been found to have the broadest and most lasting impact on health. Research indicates having knowledge about healthy behaviors is not enough, the environment should support and promote healthy choices to be sustainable.

Environmental Changes

- Changes to the environments where we live, work, and play can deeply influence our health and have the potential to reach the greatest number of individuals.
- Environmental changes can look like: increasing availability of healthy food items, behavior cues to promote physical activity or media campaigns that encourage healthy lifestyles.

Strategies to Increase FITness in

Richland County include:

Food for Life

Richland Medical Center for offering cooking classes to area clinic patients.

Farm to School

Outreach to local farmers, procurement of produce for use in the food service program, nutrition education in the school, hands on gardening opportunities for area students.

Mill Pond Community Garden

Area residents may rent a raised or elevated bed to grow produce through the RC Parks and Grounds office.

Point of Purchase

Community-wide campaign to improve eating habits at area grocery stores, restaurants, concessions stands and cafeterias.

Farmers' Market

FoodShare recipients may purchase produce at the RAFM.

Coalition building

Collective impact! Collective leadership! As part of a sustainability plan, the Richland FIT coalition will participate in UW's Healthy Wisconsin Leadership Institute during 2016-17.

FIT Steering Committee

Chelsea Wunnicke, Co-Chair
Cindy Chicker, Co-Chair

Neil Bard, MD
Kay Cunningham, RN
Marianne Stanek, RN
Denise Lins
Monica Maronich
Marcia Carlsen, RD, CDE
Jarred Burke
Sheri Scott
Danielle Sander, RD

