

**NuAct Vision** is that our community environments will promote and support healthy lifestyles.



**NuAct Mission** is to enhance the health of our children and families through improved nutritional choices and increased physical activities.

**NuAct Goals:**

- To increase individual knowledge and awareness about healthy lifestyles (nutrition and activity- through radio, website, newsletters, articles, educational materials and presentations)
- To implement and support healthy living opportunities (Movin' Schools and Communities, concession stands, and Explore/Discover Map)
- To encourage local partners to influence plans, action steps, and policy changes that create healthier systems (School/Community Wellness Committees and 2006 Policy & Div. of Health Grants)
- To foster local networks, build capacity of partners and coalition membership that supports healthy lifestyle efforts (Rural Health Initiative)

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**Resources available to improve the health of children and families in Waupaca County may be found at our Website:**

[www.uwex.edu/ces/cty/waupaca/wnep](http://www.uwex.edu/ces/cty/waupaca/wnep)

**NuAct partners include:** American Cancer Society, CAP Services-Head Start, CHS Rec Center, Girl Scouts of the Fox River Area, Iola-Scandinavia Community Aquatic & Fitness Center, Marion Area Coalition for Healthy Communities, Manawa CARES, New London Park and Recreation, Raschke Chiropractic Center, Riverside Medical Center, School District of Clintonville, School District of Iola-Scandinavia, School District of Manawa, School District of Marion, School District of New London, School District of Waupaca, School District of Weyauwega-Fremont, Trinity Lutheran Church-Waupaca, UW-Extension, Waupaca County Libraries, Waupaca County DHHS, Waupaca Family Medicine.

**Nu Act**

**Waupaca County  
Nu trition & A ctivity  
Coalition**

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University of Wisconsin, U.S. Department of Agriculture and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming including Title IX and ADA.

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**NuAct**

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*Support area organizations and programs that raise awareness and invite participation for healthier lifestyles*

*Engage in physical activities that make children and families healthier*

*Improve health through better nutritional choices*





## NuAct Sponsored Activities and Resources

**Family Fun—Activity Map** Stepping up to healthier lifestyles for all ages. Promoting activities for all ages including trails, bike paths, frisbee golf and more.

### Healthy Concession and Snack List

If you are doing a fund raiser for your organization or preparing snacks for your family, you need to look at this list. These list are composed of healthy choices and costs.

### Movin' Schools and Communities

This is an innovative program intended to increase the level of physical activity among Wisconsin school children, their families & communities.

### Rural Health Initiative

Assist businesses to provide proactive health related activities for employees, their families and citizens by creating and sharing community resources necessary for healthier lifestyles.

### School/Community Wellness Plans

Assist schools/communities with Wellness Plans that encourage health education, nutritious opportunities and active environments.

### Educational Sessions and Resources

Educational sessions and resources for individuals to groups about healthy lifestyles choices.

**Other resources** Assisting partners with grants or community resources for promoting healthier lifestyles.

## Waupaca County

### Nutrition and Activity Coalition

was formed in May 2003 after childhood health, nutrition and inactivity surfaced as a major health concern in Waupaca County. It is the belief of our coalition that the best way to approach the complex issue of childhood overweight is to create environments that promote healthy eating and physically active lifestyles. Community collaboration and policy changes are essential to effect positive and sustainable change.

#### NuAct Strategies include:

- Targeting all children and extended families to develop good eating habits and active lifestyles
- Involving parents and caregivers as good role models for positive behavior change
- Involving education, healthcare, government, and industry from throughout the county who represent a broad range of backgrounds, expertise, and resources
- Utilizing a variety of approaches, since this is a complex problem with many causes
- Focusing on organizations that can make environmental changes, procedures and policies that promote healthy eating habits & active lifestyles



## Why NuAct now?



Nearly half of U.S. children between the ages of 8-16 watch more than 2 hours of TV a day. Other than sleeping, U.S. children spend more time watching TV than doing any other activity.



Did you know that 90% of foods advertised on TV are high in fat, sugar and salt? Studies show that after viewing these ads children tend to eat more unhealthy foods. The prevalence of obesity increases as hours of TV increased. The number of calories consumed increased as TV watching increased.



Children who are overweight have more than **doubled** over the past 30 years. Fifty percent of those children overweight remain overweight as adults.



Childhood obesity and inactivity are associated with the development of diabetes, heart disease and high blood pressure.



Problems with asthma have been linked to obesity.

Contact us for additional research / information.

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