



Healthier
Together
St. Croix County

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Healthier Together – St. Croix County Releases Healthy Living Poll

Public Opinion Poll Gauges Support for Prevention, Access to Healthy Options in St. Croix County

Hudson, WI – Healthier Together – St. Croix County, a community health coalition, released findings today of a public opinion poll gauging attitudes toward healthy living and prevention in St. Croix County. The purpose of the poll is to evaluate public support for Healthier Together's efforts to promote healthier places to live, work and play. The survey was conducted by Public Opinion Strategies from August 6 – 8, 2013.

"An extensive public opinion poll found that people in St. Croix County overwhelmingly agree that tobacco use and childhood obesity are problems in our state," said Deb Lindemann, public health officer and facilitator of Healthier Together. "This poll also found a lot of agreement on the actions Wisconsin should take to help improve health where we live, work and play."

The poll found that St. Croix County residents agree that youth tobacco use and childhood obesity are serious problems.

- 82 percent of St. Croix County voters surveyed think childhood obesity is a serious problem in Wisconsin (31% said it was very serious)
- 66 percent of respondents in St. Croix County said they are concerned about youth tobacco use in Wisconsin (28% said they are "very concerned")

The poll found that local residents nearly-unanimously agree that promoting active schools and opening recreational facilities for public use are common-sense steps to promote greater physical activity.

"St. Croix County has wonderful natural resources and proud athletic traditions -- but too many kids are not getting the physical activity they need to succeed in school and

lead a healthy life,” said Kelly Appeldorn, project manager of Healthier Together Active Communities. “Our mission is to integrate physical activity throughout the day for our kids – from walking or biking to school to promoting active classrooms, physical education classes, and safe opportunities for recreation with their families and friends after school.”

Currently, Healthier Together is working with St. Croix County school districts to increase minutes of physical activity available to students before, during and/or after school. There are five strategies being used: increase active minutes in PE class, active recess, active classrooms, before or after school activities, and extra activities for PE class. These strategies have been proven to not only increase the amount of physical activity students receive, but can help improve their concentration, memory, and classroom behavior.

Healthier Together – St. Croix County is looking for schools and classrooms to participate in the Active School Program. They have a variety of tools and activities available to help introduce these activities to your school.

For more information on Healthier Together – St. Croix County or the Active School Program contact Kelly Appeldorn at kelly.m.appeldorn@hudsonhospital.org or 715-531-6606.

Funded by the Center for Disease Control and Prevention's Community Transformation Grant initiative, Transform Wisconsin is working to make healthy living easier and more affordable where people live, work, learn, and play. The long-term goal of Transform Wisconsin is to reduce chronic diseases in Wisconsin, which account for 75 cents of every dollar spent on health care. Twenty-five counties around the state were awarded 30 Transform Wisconsin grants. For more information, visit: transformwi.com.