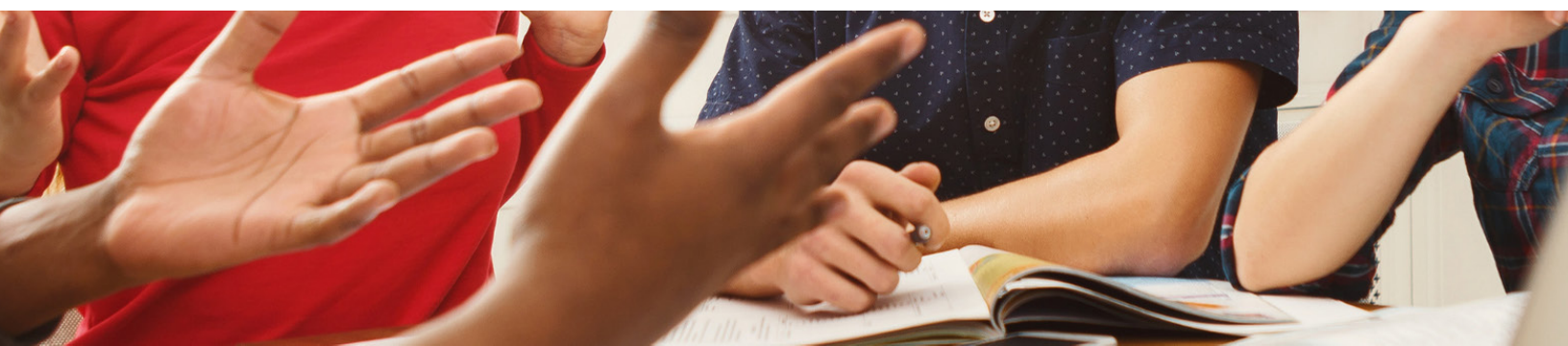




Healthy Kids Collaborative

2020 ANNUAL REPORT





OUR MISSION

The Healthy Kid’s Collaborative’s mission is to connect health champions to create a Dane County where every child from every neighborhood has the opportunity to be healthy.

With over 400 partners, we work at the state, county, city and grassroots level through advocacy, community involvement, continuous learning and evaluation in service to the children and families of Dane County.

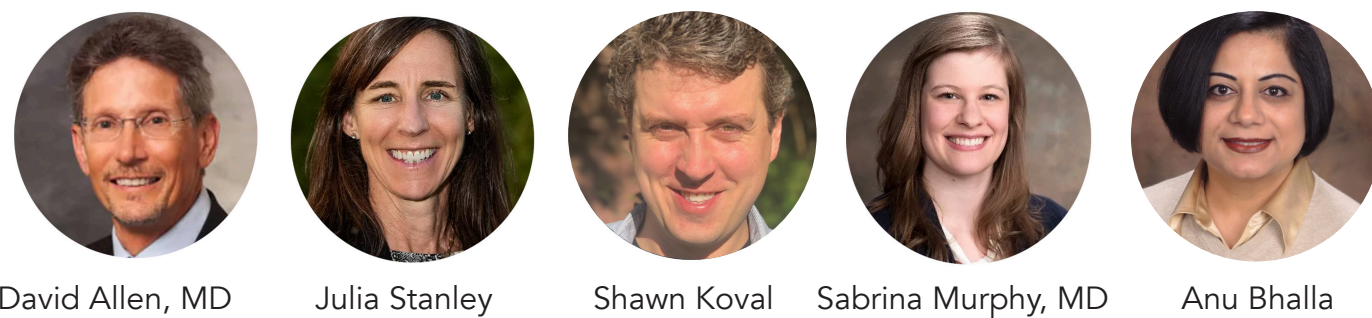
In 2020, Healthy Kids Collaborative and our partners at the Center for Community and Nonprofit Studies, UW – Madison, finalized an Evaluation Plan for the Collaborative. Complete with evaluation resources and toolkits, the Plan aims for Healthy Kids to evaluate the strength of our work as a coalition and the impact our shared initiatives have on improving the health inequities experienced by children in Dane County.

We have shared this plan with partners and identified goals for each of our strategies. This plan also serves as a blueprint for others working in a coalition space – where the power of “meeting for coffee” is often hard to measure but can result in great work.

The foundation of this plan is the integration of community voice in decisions, in planning and in implementing work around children’s health. The Healthy Kids Collaborative team continually returns to the phrase “Nothing About Us Without Us.” To this end, we have worked to diversify our leadership circles and our partnerships. Additionally, our strategies include ways to include more youth as representatives from an array of communities in decision making spaces.

The following is an outline of our initiatives in 2020 from this lens.

We tell the story of being nimble during a pandemic and listening deeply to our partners.





Active Communities 2020

OBJECTIVES

- To achieve increased access to and invest in places for physical activity.
- To promote active living through partnership development.
- To develop leadership opportunities for racially diverse community members and organizations across Dane County.

The Healthy Kids Collaborative works with municipal planners and bike advocates from around Dane County to promote active communities for all people. Our initiatives were modified during the pandemic as we promoted creative ways to move our bodies and even our bikes in socially distant ways.



WALK OR WHEEL CHALLENGE

The annual WOW Challenge, held in October, is a one-week walking and biking competition between Dane County schools. This year we modified the WOW Challenge, so students and schools could still celebrate walking and biking with

one another, stay active, and win prizes while accommodating virtual learning. We created WOW Bingo for student to move their bodies. Participants omlpleted five activity spaces to win a prize.

STRATEGIES

- People for Streets
- Vision Zero
- SRTS: Walking School Bus
- WOW Challenge
- Walktober activities

100+

students across the Dane county schools participated in the WOW Bingo Challenge to stay active during the pandemic.



WALKING SCAVENGER HUNT

As part of the City of Madison's Walktober celebration, Healthy Kids and our partners created a child-friendly, fun Scavenger Hunt to promote family activity and gather data and voice around neighborhood infrastructure and environmental improvements.

Healthy Kids Collaborative partners helped us test the tool at our Fall Collaborative meeting. We have shared the Scavenger Hunt with schools and municipalities so families can conduct a walk audit while having fun and getting fresh air.

Walking Scavenger Hunt

Let's take a walk! Plan a route for a 30-45 minute walk then look for these street features. Check the box when you see them. This adventure is also available at healthykidscollaborative.org/scavenger.

Sidewalk Spaces

How do you stroll down the street?

- ☐ Sidewalks are on both sides of the street.
- ☐ Bike arrows or bike lanes are painted on the street.

Keep safety and fun in mind!

If you see something unique or unsafe, make a note or take a picture to share what is going on.

Crosswalks

How do you get to the other side?

- ☐ Crosswalks are located at busy intersections.
- ☐ There are curb cuts and ramps for strollers and wheelchairs.

Traffic

Look at the vehicles on the street.

- ☐ Drivers travel at safe speeds.
- ☐ Drivers observe traffic lights and stop signs.

About You

Your first name: _____

Your grade: _____

The Neighborhood

What is going on in your neighborhood?

- ☐ Sidewalks and streets are well lit at night.
- ☐ There are places for people to play and to gather.
- ☐ There are bike racks to park bicycles.
- ☐ There are places to walk to like a park, library, or store.

After Your Walk

What is one thing that makes this neighborhood special?

What is one thing you noticed today that you'd like to change?

What are two streets at one of the intersections of your walking route?

On the back of this page, write some words, or draw a picture. You can also take a picture!





Community Engagement 2020

OBJECTIVE

To center and amplify BIPOC voices and perspectives by participating in meaningful engagements and leadership opportunities.

STRATEGIES

- Lakeview & Northeast Clinic and Healthy Kids: Health Equity
- Data from the survey and focus groups
- Data from Winter Health Equity Survey
- Data from Stakeholders Interviews
- Be Healthy & Well Resource Directory



In January 2020, Healthy Kids surveyed our community partners on their views of their relationship with Healthy Kids and their current work around health equity.

From these responses we have altered our initiatives and planned strategies to increase our work in providing convenings around health equity. In 2020 we launched the “Flattening the Inequity Curve” series—a rebranding of our quarterly partner meetings. Highlighting partners’ work within school outreach, school meals and active transportation, we discussed ways the pandemic spotlighted deep inequities AND ways to collaborate on improvements.

COMMUNITY HEALTH NEEDS ASSESSMENT & PLAYBOOK

Joining with our partners at Lakeview Elementary School and the UW Health Northeast Family Medical Center, we heard from school families on the impact of COVID on their resources and lives.

During the summer and fall, this group surveyed families and held equitable and accessible focus groups. Based on this focused, community health needs assessment, Elisabeth Tuttle, an MPH Intern worked with the Northeast Family Medical Center and developed a School Community Health Needs Assessment playbook.

The playbook provides the tools to help listen to school communities, identify needs and priorities, and create action plans.

COMMUNITY HEALTH NEEDS ASSESSMENT & PLAYBOOK continued



56% of families stated that their physical activity had decreased and they spent less time outside during the pandemic



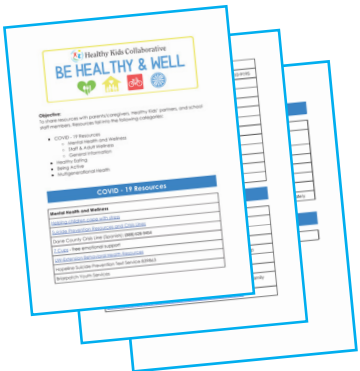
51% indicated that they would like information about food services for their families



80% of respondents indicated they had someone to regularly talk to about their feelings

BE HEALTHY & WELL

In the face of growing change brought on by the COVID-19 pandemic, Healthy Kids recognized the need for immediate resource dissemination to keep up with children’s basic needs. Additionally, a new normal was beginning so creative ways to move bodies and fuel brains in new environments was needed. The Be Healthy and Well Resource Guide was created and distributed to families and schools. Updates were made in real time via our website directory.





Healthy Kids Healthy Schools 2020

OBJECTIVE

To support and partner with schools on their path to fostering healthier school environments for students, staff, and families.

The Healthy Kids Healthy Schools program includes our Learning Collaborative and the Healthy Kids Healthy Schools Award program. In 2020 we designated a full staff position to our work with schools. Shawn Koval, our Safe Routes to School Coordinator, accepted a new role as the School Program Coordinator. Dedicating his time to continued partnership development and outreach, Shawn facilitates further integration of health system and school relationships.

STRATEGIES

- Healthy Kids Healthy Schools Resource Directory
- Get Up & Go

GET UP & GO

In the fall of 2020, we introduced Get Up and Go, a physical activity, health, and wellness show for 4K-5th grade students to help students move their bodies during the day.



93%
of students surveyed moved or played along while participating



75%
plan to eat more fruits and vegetables after participating

GET UP & GO continued

Produced in collaboration with our community partner Tri 4 Schools, the show promoted students engaging in brain breaks, movement games, breathing and stretching, and by moving along with interactive, indoor, equipment-free activities.

Episodes were 15-20 minutes long and were available on-demand on YouTube and the MMSD SeeSaw library.



SAFE OUTDOORS FUN CHALLENGE

Finding ways to stay physically active during quarantine was a challenge! We invited students, families, schools, and community members across Dane County and take the Safe Outdoors Fun—or SO Fun—Challenge!

We created a curated checklist of different walking and biking activities students and families could do during spring 2020 during virtual learning to stay physically active.

Healthy Kids
**SO FUN
CHALLENGE**





Strategic Governance 2020

OBJECTIVE
To provide input and support in finalizing and aligning Healthy Kids’ scope with its mission and vision for continued impact and sustainability.

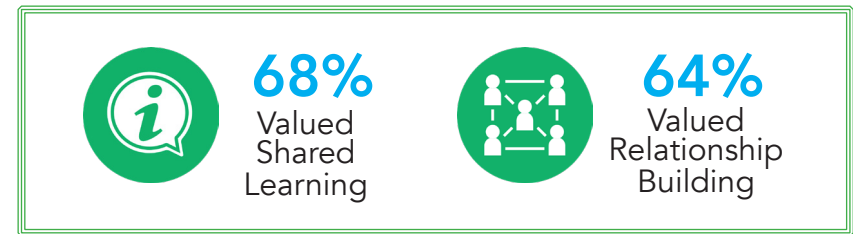
- STRATEGIES**
- Leadership Council input and development
 - Stakeholder input
 - Pediatric Landscape Analysis













This year we created a Governance Action Team to update the role of our Healthy Kids Leadership Council and invite new members to join. Diversifying this advisory team – in skill and lived experience was a goal to more effectively guide our ambitious initiatives to ameliorate health inequities in Dane County.

STRATEGIC PLANNING & MORE
In 2020, we began a Strategic Planning process which included a review of Dane County health data for pediatrics and youth, key stakeholder interviews, review of clinical and community level data such as the Dane County Youth Assessment and Community Health Assessment undertaken by Public Health Madison Dane County.




STAKEHOLDER INPUT
Our Leadership Council conducted interviews with key partners to better understand the value and direction of our work together. We heard that focused opportunities around health equity and advocacy were important.



LEADERSHIP COUNCIL MEMBERS

 Amy Miller Director, Community Education & Rec., Oregon School District	 Blaise Nemeth, MD Department of Orthopedics, UW Health	 Dadit Hidayat, PhD Policy and Engagment Specialist, Kids Forward	 Daithi Wolfe* Early Education Policy Analyst, Kids Forward	 Robin Lankton Director of the Office of Pupulation Health, UW Health
 Venus Washington* Owner & Creator, Venus Inspires	 Steve Youngbauer Director, Food and Nutrition, Madison Metro. School District	 Renee Callaway* Pedestrian Bicycle Administrator, City of Madison	 Michelle Denk Food Service Director, Mount Horeb School District	 Justin Svingen Public Health Planner, Public Health Madison and Dane County

WELCOME, NEW LEADERSHIP COUNCIL MEMBERS!

 Pepe Barros Pedestrian Bicycle Outreach Coord., City of Madison	 Precious Woodley Executive Director, Oregon Youth Center	 Sharyl Kato Executive Director, The Rainbow Project
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