



MEDIA RELEASE

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Jackson County Named Wisconsin Active Together Community

Let's Walk, Ride, and Roll our Way to a Thriving Community

January 17, 2019 - Jackson County, Wisconsin, For Immediate Release

Jackson County starts the New Year recognized as a Wisconsin Active Together Community for efforts to promote active lifestyles and for their pledge to do more--because in addition to celebrating accomplishments, communities can make resolutions to foster health too!

Where we live impacts our wellness and the newly named Wisconsin Active Together Communities, now reaching 1.4 million Wisconsinites across the state, know that even small changes in the landscape and in promoting being active can add up to creating lasting changes for everyone's benefit, impacting both health and the economy.

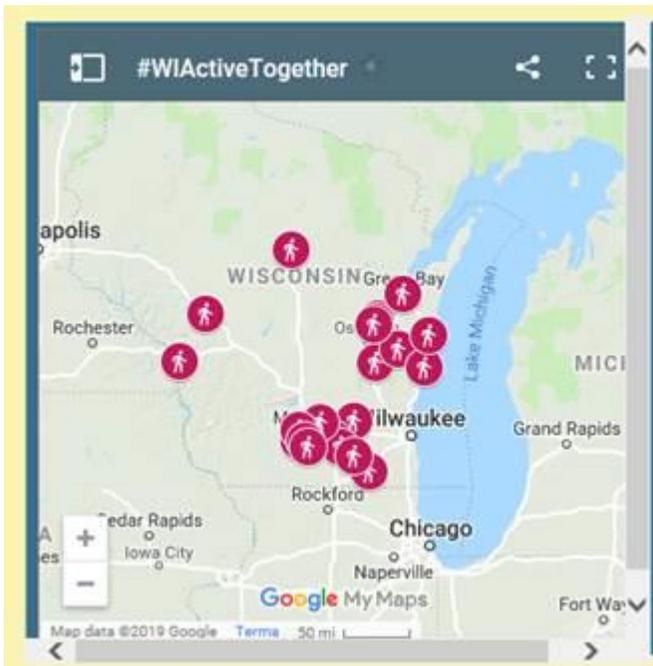


Jackson County, through the efforts of JacksonInAction.org (community healthy living coalition) has demonstrated their commitment to advancing strategies for safe places to walk, bike, and be active and now joins 20 others to be called a "Wisconsin Active Together community."

Developed and supported by a network of local coalitions and statewide organizations, Wisconsin Active Together is also proud to announce the other newly named Wisconsin Active Together Communities ([#WIActiveTogether](#)). Get to know Jackson County's efforts more through the community profile at [WIActiveTogether.org](#) (<https://www.wiactivetogether.org/jacksoncounty>) as well as the other communities and coalitions:

- East Central Wisconsin; East Central Regional Planning Commission
- Fitchburg; Bike Fitchburg
- Ft. Atkinson; Fort Healthy Wellness Coalition
- Greater Green Bay / Brown County; Wello
- **Jackson County; Jackson In Action (www.JacksonInAction.org)**
- Manitowoc County; Healthiest Manitowoc County
- Middleton; City of Middleton
- Oregon; Oregon Area Chamber of Commerce
- Sheboygan; Mayor's Neighborhood Leadership Cabinet
- Sun Prairie; Sun Prairie Moves, Inc.
- Cambridge; Cambridge Wellness Collaborative
- City of Verona; City of Verona and the Verona Chamber of Commerce
- Walworth County; Walworth County Healthy Eating Active Living
- Whitewater; City of Whitewater

“This initiative is an opportunity to work locally while being part of something larger happening across the state,” Jen Walker, healthTIDE Active Communities team lead and Wisconsin Active Communities Alliance coordinator said. “We want to celebrate local progress in promoting opportunities to increase physical activity, through community design that creates safe ways to walk and bike and more places to play and be active.”



“Our community coalition has been building on active lifestyle opportunities through a coordinated multi-agency effort with many key stakeholders at the city, county, private and public level. We are very pleased to receive this recognition which spurs us to continue to grow,” explained Nicole Schweitzer, Chair, Jackson In Action.

“The Wisconsin Active Together application is easy to complete and gives you a comprehensive review about walking, biking and active lifestyles,” stated Dawn Jacobson, Jackson In Action member. “The results of the application provide us with new insights into areas to build upon to help improve the activity levels of residents in our county.”

So for 2019, JacksonInAction.org encourages people to work to make Wisconsin Active Together! Here's a

couple things you can do: Visit JacksonInAction.org and learn more about their initiatives; Join the coalition in advancing local strategies for safe places to walk, bike, and be active!

View Jackson Counties Calendar of Activity Events [Here:](#)

Participate in the 2019 Year Long Fitness Challenge – ([Details here](#))

The next event is a Snowshoe/Winter Hike at Lake Wazee. [More information here.](#)

Learn more about the state-wide effort here: WIActiveTogether.org.

About the Statewide Effort:

The statewide partners who have co-developed and/or support the Wisconsin Active Together campaign are numerous. Brought together through the healthTIDE network and its Active Communities Team, they launched the effort in order to support local communities for their commitment to health through growing and promoting their places to walk, bike and be active while also sponsoring coaching, peer networking, and in person and virtual trainings, among other resources.

The partners include healthTIDE, the League of Wisconsin Municipalities, the Wisconsin Active Communities Alliance (WACA), the Wisconsin Department of Health Services (DHS), the Wisconsin Department of Natural Resources (DNR), the Wisconsin Economic Development Corporation (WEDC) and Main Street Communities, the YMCA, 1000 Friends of Wisconsin, Rural Wisconsin Health Cooperative, the Wisconsin Bicycle Federation, and the American Planning Association Wisconsin Chapter. For a complete list, visit WIActiveTogether.org.

Funding that supports the [healthTIDE](#) network to convene these numerous and diverse partners and to support the development of Wisconsin Active Together is funded by a grant from the [Wisconsin Partnership Program/School of Medicine and Public Health](#), University of Wisconsin-Madison as part of the [Wisconsin Obesity Prevention Initiative](#).

BACKGROUND ON THE ISSUE

Wisconsin Active Together is an effort to recognize and support communities for their commitment to health through growing and promoting places to walk, bike and be active.

As sponsors, we aim to foster local-level implementation and promote a framework moving communities from program to policy change. This includes promoting being active and changing the built environment and advancing policies to ensure it is easy and safe to be physically active in our communities.

Further, we know that people enjoy living in places that promote walkability and active transportation, that these measures help local economies to thrive, and that being active improves health outcomes while decreasing health care costs and lost productivity.

In short, Communities can produce broad, lasting, improved health outcomes by making healthier choices available to and practical for their residents through environmental change and promotion. The availability of healthier choices can affect the behaviors and practices of many people simultaneously. As a result, positive environmental changes can reduce the burden of chronic diseases and other health problems.

Effective change also can help reduce health disparities. Alleviating some of the barriers to healthy choices and behaviors—particularly for those who bear the greatest burden of disease due to a lack of access to healthy options—can help to make healthy living easier, safer, and more affordable. Specifically:

- The adult obesity rate that stands to be improved by increases in physical activity is at 30.7% in Wisconsin, worse than the national average. And childhood obesity is at 14.7%. So any impact we can have in our communities could stem the tide, reverse the trend, and foster health.
- A full 50.8% of Wisconsinites do not meet the recommended 150 minutes a week of physical activity, also lagging behind the U.S. average.
- When looking at children and adolescents who live in areas that have a park, rec center, community center, and sidewalks, only 35.5% have these elements in their physical environment. Areas specifically with parks and playgrounds are better for our state at 76.5%; though still trailing behind the national average. Together, we aim to do better and thereby foster improved health.

Reference:

Wisconsin Health Atlas Statewide Dashboard - www.wihealthatlas.org/wmjindicators

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Media inquiries: If you would like more information on JacksonInAction and Wisconsin Active Together, please contact Nicole Schweitzer at 715-284-1330 ext. 1320

Hashtag - [#WIActiveTogether](https://www.instagram.com/WIActiveTogether), [#JacksonInAction](https://www.instagram.com/JacksonInAction)

Graphics: <https://goo.gl/8cdGrf>

FAMILY SNOWSHOE DAY

Saturday, January 12
Check-in 8:30am
Lake Wazee Recr
N6302 Brockway RD,

at 9am
Area
Over Falls

Perfect opportunity to
snowshoe for the first
time and enjoy the
beautiful outdoors!



Free Park Admission to Participants
Snowshoes to use. First come, First serve.
FREE Hot Chocolate and Coffee

Three Route Options:
Short (0.8 mi) / Medium (1.2 mi) / Long (2.3 mi)

No Pets Please!
Questions? Contact 715-284-9851 ext 5308 or
jacksoninaction12@gmail.com



Photo: 2017 Hunter Fitness Class – JacksonInAction

Jackson in Action – Healthy Eating. Active Living - is a non-profit healthy living organization based in Jackson County, Wisconsin. For more information visit: www.jacksoninaction.org

WI Active Together Website:

<https://www.wiactivetogether.org/>

Page that features our County

<https://www.wiactivetogether.org/jacksoncounty>



WISCONSIN
Active
TOGETHER



WISCONSIN
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WALK, RIDE, AND ROLL YOUR WAY TO A THRIVING COMMUNITY JOIN US!

With Wisconsin Active Together

- GET RECOGNIZED FOR YOUR COMMUNITY'S PROGRESS IN MAKING IT EASY, SAFE, AND FUN TO WALK, BIKE, AND BE ACTIVE.**
- GET CONNECTED TO RESOURCES, TRAINING, PEER COMMUNITIES, AND OTHER EXPERTS IN THE STATE.**
- JOIN IN TO WORK LOCALLY WHILE BEING PART OF SOMETHING LARGER HAPPENING ACROSS WISCONSIN.**

Coalitions can apply at the regional, county, city, even neighborhood level. Once selected, they will be recognized for their commitment and progress to making it easier to walk, bike, and be active while also getting support to work towards greater policy change to foster health so their communities can thrive.

FAQ

How do I apply to Wisconsin Active Together? The application is available at wiactivetogether.org.

Why do we ask about and require a focus on equity? Without intentional consideration of equity, efforts to address healthy and active communities will likely widen gaps.

What kind of support is provided for Wisconsin Active Together? Application assistance is available. Just get in touch.

Visit WIActiveTogether.org to learn more about the campaign and apply