



Health and Equity in All Policies Alliance

Community Highlights



Fitchburg Healthy Neighborhood Hub rendering

Fitchburg Healthy Neighborhood Initiative

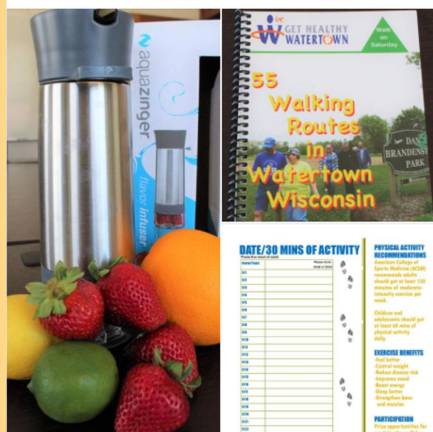
In 2019, the City of Fitchburg launched its [Healthy Neighborhoods Initiative](#), a five-year strategic plan to lift up underserved areas of the city through a combination of partnerships, investment strategies, and community engagement. The three neighborhoods targeted for investment through the HNI were selected using data and indicators compiled from the US Census, the Capitol Area Regional Planning Commission, and local data. Two years in, the HNI has grown to support and encompass a variety of efforts, including:

- The Healthy Neighborhoods Grant Program, designed to advance the HNI strategic priorities. In 2021, the program awarded \$63,000 in funding to seven non-profit entities focused on youth and adult education, youth mentoring, workforce development, neighborhood engagement and community-building, and food insecurity.
- The Fitchburg Neighborhood Navigators program, which funds two part-time positions designed to help connect community members to resources,

information, and services in the community.

- Planning for a “[North Fish Hatchery Neighborhood Hub](#)” located within the HNI geography. Fitchburg City Council included substantial funding in the city’s 2021 budget to complete final design and begin implementation of Phase 1 of the project.
- A comprehensive community engagement effort in the City’s Verona Road West neighborhood, inventorying assets, needs, and wants to inform potential development of a future teen center facility.

“The HNI has been a great opportunity for the City of Fitchburg’s decision-makers and residents to think more strategically about building and maintaining diverse, equitable, sustainable, and vibrant neighborhoods,” said Wade Thompson, City of Fitchburg Community Development Planner. “Although we are only a few years in, the City is already seeing the benefits of HNI work. The City looks forward to continuing and expanding HNI work for the benefit of all who live, work, and play in the City.”



Watertown - Moving Forward for 30

Get Healthy Watertown (GHW), Watertown’s community health and wellness coalition and [Active Wisconsin](#) community, worked with the Mayor, several municipal departments, the Watertown YMCA, Watertown Regional Medical Center, Watertown Unified School District, senior housing at Marquardt Village and local businesses to promote their **Moving Forward for 30** challenge. GHW used equity and social determinants of health as guiding principles, offered online and paper tracking, and offered a variety of activities to help everyone in the community participate in the challenge.

The **Moving Forward for 30** challenge encouraged Watertown residents to add at least 30 additional minutes of physical activity daily for 30 days and to document their physical activity. There were cash prizes, YMCA guest passes, water bottles, a free class from the park and recreation department, and two youth prizes for a ride to school with the local police or fire/EMS departments. The challenge was coordinated by the GHW coalition and a small cohort of 4 dedicated individuals – Susan Wollin, Gary Fisk, Dawn Liddicoat, and Ashley Nelson led the outreach.

Photo: Susan Wollin, Prize Winner Maria Garcia, and Dawn Liddicoat.

[Click here for the full story.](#)

Resources

How resident-led advocacy in Rochester, N.Y. is creating a more playful city, Brookings Institute

This article discusses how local planning advocates worked with the city of

Rochester, NY, to support kids and families by advancing policy, systems, and environmental changes that prioritize the power of play, and how this model could be replicated by other cities. [Read more.](#)



Data-Driven Recovery Efforts: Putting ARPA Recovery Funds to Work, City Health Dashboard

American cities are shifting into COVID recovery and rebuilding. A large part of these efforts will be driven by the American Rescue Plan Act (ARPA). This blog provides a brief overview of the ARPA funding guidelines, and shows how cities can use the City Health Dashboard to help prioritize resource allocation and integrate equity into local solutions. [Read it here.](#)

Shifting and Sharing Power: Public Health's Charge in Building Community Power, Human Impact Partners



Health departments: it's time to establish community engagement guidelines with an explicit goal of power sharing. This is a key way to put into practice values of equity and racial justice, and it has the potential to transform how decisions are made, by whom, for whom, and with whom — all of which lead to improved health equity outcomes. [Read more.](#)

Learning Opportunity

Authentic Community Engagement – Best Practices for Equitable Work, America Walks



July 14 - 1:00 pm CT [Learn more and register today!](#)

Join for presentations and a robust Q & A dialogue with active transportation professionals, nonprofit leaders, and equitable engagement experts around what it means to practice and build authentic community engagement with diverse coalitions as the foundation for driving those vital relationships.

Panelists will share best practices for equitable work in striving for inclusive, accessible, connected, and walkable communities – through the lens of their invaluable learned, professionally practiced and lived experiences.

Funding Opportunity



Smart Growth America Champions Institute

[Applications due July 15th](#) Selected participants will form a council of local leaders, attending six interactive learning modules beginning in September running through December, with readings and other work between modules, followed by a

practicum in early 2022. The learning sessions will include equity-based principles and cover all steps from envisioning to implementation to achieve networks of more Complete Streets. Champions will also learn from the other members of their cohort in a collaborative and supportive peer-learning environment. [Apply Today!](#)

The Wisconsin Health and Equity in All Policies Alliance newsletter is published by 1000 Friends of Wisconsin and brought to you by COWS and MATCH at UW-Madison, with special thanks to our partners and collaborators at the Wisconsin League of Municipalities and the Wisconsin Counties Association.



If you have questions or would like more information, contact Katya Spear at knspear@cows.org