

Healthy Marketing and Procurement Work Group

Purpose:

- To encourage healthful food choices through evidence-based nutrition education and messaging for both individuals and institutions.

Strategies:

1. Develop a community-wide healthy living campaign.
 - In collaboration with the Public Health Department, the Childhood Obesity Prevention Collaborative of Dane County, the Wisconsin Partnership for Physical Activity and Nutrition (WIPAN), and other stakeholders, develop a community-wide healthy marketing strategy.
2. To develop a good food procurement policy.
 - Look at existing best practices from other cities and institutions that have development procurement policies.
 - Work with local/regional institutions to inventory current procurement practices.
 - Work in consultation with institutions to develop the policy.
3. Get pledge from institutions to adopt good food procurement policy.
 - Obtain signatures from all major institutions on a pledge for good food procurement.
 - Use document to expand reach of good procurement practices past larger institutions.
4. Split work group into two separate groups once work is advanced.