

## BACKGROUND:

In 2010, the Healthy People Wood County Coalition (HPWC) was awarded a \$2.3 million Communities Putting Prevention to Work obesity prevention grant from the Centers for Disease Control and Prevention. Wood County F2S is one program initiated through this grant funding. Wood County F2S serves all six Wood County, WI public school districts: Auburndale, Marshfield, Nekoosa, Pittsville, Port Edwards and Wisconsin Rapids (about 11,000 students). Since the program's inception in the 2010-11 school year, WCF2S has utilized the Harvest of the Month (HoM) brand as both a program implementation strategy and as a marketing/communication tool.

YEAR 1: 2010-11	YEAR 2: 2011-12	YEAR 3: 2012-13	YEAR 4: 2013-14 [thru Jan. only]
10 local growers	19 growers	26 growers	44 growers
750# food	16,500# food	28,961# food	30,151# food
\$650 spent	\$6,250 spent	\$21,419 spent	\$20,121 spent
[Grant subsidized]	[Grant subsidized]	[NO Grant subsidies]	[NO Grant subsidies]

### HoM as an implementation strategy:

As a program implementation strategy, HoM helps school food service directors (FSDs) organize the menuing of local foods by building a school-year calendar in which each month features a new type of local food. The month-by-month sourcing tactic provides school FSDs with a long-term organized plan for sourcing local foods, as well as coordinated multi-district local food purchases. It also provides a timeline to follow for cafeteria taste tests or farmer visits, and gives FSDs an easy way to test a new food in the cafeteria.

### HoM as a promotional/educational strategy:

As a marketing/communication tool, HoM quickly becomes a recognizable brand associated with the local foods calendar schedule for students, school staff and parents. Communication materials that align with the local food procurement calendar such as cafeteria signage, monthly family newsletters, monthly school building/district newsletter articles and monthly earned media pieces such as newspaper articles, are a cost effective way to drive promotional and educational efforts for a large, county-wide audience.

### Evolution of Wood County F2S HoM program:

Wood County F2S adapted its HoM program from the California Dept. of Public Health's Network for a Healthy California. It is important to note, however, that as WCF2S evolved, staff customized the HoM program to fit the needs and wants of school FSDs. For example, while we will continue to utilize the HoM brand in the upcoming 2013-14 school year for cafeteria signage and for planning other monthly communication materials, Wood County FSDs have chosen to serve multiple local food items each month versus one local food HoM product. This allows FSDs more versatility in their procurement of local foods, and allows for more local foods in lunch lines. Monthly communication materials will feature multiple products and producers versus a single product and producer.