

## HEALTHY COMMUNITIES COUNCIL MEETING MINUTES

September 13, 2018

County Courthouse – Room G034

**PRESENT:** Marlene Arntson (Historic Randall Park Neighborhood), Kate Banchy (Spectrum Insurance Group), Brook Berg (UW Extension), JoAnna Bernklau (Marshfield Clinic), Rhonda Brown (SHHS St Joseph's Hospital), Courtney Draxler (Health Dept), Sarah Driever (EC Hmong Mutual Assistance), Mark Gideonsen (Prevea Health), Lieske Giese (Health Dept), Abby Hinz (Health Dept), Mel Kantor (UW-EC), Chris Klesmith (Ameri Corps), Brian Larson (Community Member), Sarah Pedersen (Smiles for EC County), Lilliam Pinero (Alliance), Jan Porath (United Way), Barb Powers (Community Member), Gina Schemenauer (Health Dept), David Stanley (AmeriCorps-Alliance), Benjamin Thompson (Self Employed), Tom Wirth (DHS), Dr., Monha (Prevea resident)

Meeting called to order at 7:32 A.M. by Co-Chair, Gideonsen

### Welcome and introductions.

- Giese – The County Board passed a cannabis referendum. There will be a piece on the ballot to see if marijuana should be legalized for medical reasons, be legal for adult use or remain illegal. . There will be work done at the Health Department level to provide educational information. The referendum will be non-binding, it is only to gather opinions of residents.

### AGENDA #2 – Review and approve July minutes:

Minutes from July were reviewed. The minutes will be corrected to reflect that Gideonsen and not Kantor called the July meeting to order. BROWN/ARNTSON MOTIONED TO APPROVE THE JULY MINUTES WITH THE ABOVE CORRECTION. MOTION CARRIED.

### AGENDA #3 – Review agenda:

Today's agenda was reviewed.

### AGENDA #4 – Update on progress from last Council Meeting:

- **Celebration planning committee (Driever/Schemenauer)**  
Driever reflected on the 2018 celebration. There was a lot of positive feedback. Looking for 1-2 people to help plan the 2019 celebration which will be scheduled for April 25<sup>th</sup>, 2019. Locations that are being considered include Lismore, River Prairie Center and CVTC. Topic and speaker will be determined by the planning committee. If you are interested in helping out, let Driever or Schemenauer know. The celebration is a multi-faceted event. Schemenauer gave a recap of what happens annually at the event. Two Healthy Communities Champion Award will be given out. One for an individual and the other to an organization. The event includes a speaker that has an educational component. This is also a time to celebrate the Action Teams and all the great work being done by them in the community. A Legislative Event will be held prior to the Celebration. Various legislators and representatives will be invited to attend.

### Agenda #5 – Review and approve Operational Guidelines (Driever/Gideonsen)

Driever – Operational Guidelines are included in today's packet for your review. No updates have been made this time around. KANTOR/GIESE MOTIONED TO REAFFIRM THE OPERATIONAL GUIDELINES AS IS. MOTION CARRIED.

### Agenda #6 – Action Team Highlights

This is an opportunity to share your "asks" of the Council.

### Healthy Relationship Promotion:

Hinz – This Action Team has been working on the Community Health Improvement Plan (CHIP). It has been a good process to refocus on what is important. Still working on the Healthy Relationship toolkit. Safe Dates will be taught in Fall Creek and Altoona schools. This is a 10-session evidence-based program which has been going on for the past three years in various organizations and schools in the community. Also working on Domestic Awareness month which is coming up on October. A member suggested that Eau Claire Police Department may be interested in working with this Action Team, as they have data which reflects the need to focus on healthy relationships. Group had conversation on how to keep using data to support what we are doing.

### High Risk Drinking Prevention:

Eddy – Refocusing on goals. One of the big goals is data. The Public Good Order Ordinance will be moving forward to the City Council in October. For more information on this process go to <http://www.ci.eau-claire.wi.us/government/boards-commissions-committees/neighborhood-safety-and-relations-task-force> Alcohol policy is made at the City level. This Action Team enjoyed doing a co-presentation with the Chronic Disease Prevention Action Team at the Chamber Wellness Circle.

### **Oral Health Promotion:**

Pedersen – This Action Team has been working on the CHIP. Two goals were highlighted: 1) Work on Childhood Oral Health Education through resources. 2) Increase community awareness and affects of oral health on the whole body. Will be doing education and outreach. Wisconsin Oral Health conference at the end of the month where a coalition member will be presenting on the work of this action team.

### **Chronic Disease Prevention:**

Powers – This Action Team has been working on the CHIP. Top three indicators chosen by the action team are adult and childhood obesity, screen time, and physical activity. Will be reviewing draft Goals and Objectives at the next meeting. **Food System subteam** worked with Dunn and Chippewa Counties to host a Wavemaker regional meeting. There were approximately 60 people in attendance from Eau Claire, Dunn, and Chippewa, as well as other counties. The intent was to build connections in communities with those working in food environment. Conversations will take place on how to continue to work as a tri-county. **Workplace Wellness** subteam is working on the October Learning Circle and will be narrowing down a topic and speaker.

### **Mental Health:**

Berg – This Action Team has also been working on the CHIP. Looking at data indicators around youth that are reporting sad and hopeless days as well as anxiety, and suicide rates. Looking at the following two goals: **Goal 1: To increase Eau Claire County residents' knowledge of resiliency through education, programming and outreach. Goal 2: To increase strong, healthy social connections across all life stages to promote mental wellness through education, programming, and policies.** Over the last year have had interestingly different groups of people at every table each month. Consistency is difficult to move each meeting forward since always need to bring people up to speed. A survey was done and date/time of meetings will be changed temporarily. Still working on QPR. Will be doing North and Memorial Freshman Health Classes in October.

Giese – at the City Council meeting a whole collaborative group came for a Prevent Suicide Proclamation. The City Council really noted the support in suicide prevention which is a great example to show how strong partnerships are in our community.

Berg gave a brief update on Mental Health Matters. One of the goals of the Mental Health Action Team is to be collaborativewith other Action Teams and coalitions. Part of this will be intertwined with Mental Health Matters coalition who has three sub-committees: Mindfulness, Education and Awareness, and Data. There are 17 people trained to go into the community and talk about ACES and resiliency. The curriculum has been created by the sub-committee. If you know of anyone who would be interested in this training, contact Brenda Scheurer (Brenda.scheurer@co.eau-claire.wi.us). Two schools have been selected for mindfulness training this fall (Memorial and Cadott). Mindfulness training is for up to 30 staff at each school. They will receive an initial 6-week training and then a mindfulness coach will be supplied at each school for support.

Driever reminded all present that the Action Team Reporting Forms are available for your review if you are interested in seeing more information that the Action Teams are working on. If you are interested in being on an Action Team, please connect with them.

### **AGENDA #7 – Presentation – Alliance for Substance Abuse Prevention (Lil Pinero)**

Pinero is the Coalition Facilitator for the Alliance for Substance Abuse Prevention (Alliance). Luginbill has been a member of the Alliance for four years and is now the Chair, as well as the President of the School Board. The Alliance is a community coalition focused on youth substance abuse prevention and has been in operation for 16 years. Mission is: Improve the lives of children, youth, and adults by mobilizing communities to prevent and treat alcohol, tobacco, and other drug abuse in Eau Claire County. Vision is: A community culture free from the abuse of alcohol and other drug abuse. The Alliance has partnerships compromised from various sectors (12 are target for the grant). Youth, parents, business, and health care are just some of them. Complete list is on their website. [www.Getinvolvedasap.org](http://www.Getinvolvedasap.org) Brochures and handouts were distributed with more information and programs that are available. Through data assessment are able to look at priority areas. The Alliance is funded by numerous grants.. Pinero gave examples of the campaigns that are currently in action, including: Parents Who Host, Parents Connecting Network, Prescription Drug Abuse Prevention which sponsors Drug Take Back days (magnets

available, next take back day is October 27<sup>th</sup>). SADD (Students Against Destructive Decisions) and Life of an Athlete are also supported and facilitated in part through the Alliance. Kids Drug Free focus is to make sure to get word out by doing news spots (TV, radios, print). This year focus is Healthy Lungs, Healthy Lives. This campaign has been supported by the Governor and Attorney General.

The Alliance asks youth to be advocates and take actions and be the voice. Plans are made with the teens. This gives them a sense of accountability of the cause and become a better citizen of our community.

Sustainability of a coalition depends on involvement of the members and being fully bought in and empowered to the changes. Different "work groups" of the Alliance have been formed one of which is Sustainability (involving new organizations and getting new people around the table). Looking at how to get new voices around the table. Policy and Practices work group is looking at marijuana and talking to other communities on what they do. really looking not to take a position on decriminalization but looking to assert as pro-fact and pro-information, evidence informed practices and procedures as this rolls out.

Activity/Discussion from small group discussion

1. How does substance use affect our action areas?
  - Mental health is affected, physical health affected, social health affected. Affects domestic violence ~ 90% involve alcohol when police department intervenes. Using substances for coping with mental health or unhealthy relationships. Not having healthy relationships/support people to prevent use. Meth has increased. Importance of building resilience in young people to make best decisions for themselves. Families are very affected by substance use.
  - Chronic Disease Action Team: Substance use causes chronic disease, gets to kids early. Drug use (meth): Oral opioids #1 prescriber, tobacco and oral health are also a concern. Advertising to youth, attractiveness. Mental health and substance abuse: How can we catch this early on?
  - Improve communication, partner with representatives.
2. Where do you see opportunities for partnership?
  - Build better connections with youth.
  - Lack of visibility of prevention efforts, partner in a more specific way.
  - Action Team participation, represent specifically.
  - Do we really need another team report as "action team" @ Healthy Communities, consider to after their meetings.
  - Social connectedness, who is connected makes a difference, add youth to action teams (YAB)
  - Partnering around policy work
  - Legislative event
  - Action teams present at meetings to help encourage new ideas
  - SADD connection w/ healthy relationships

It was suggested to have some of the Action Teams report at the Alliance and have the Alliance report at some of the Action Teams so everyone is working together.

Possibly bring both groups together for the Legislative Event in April so discussion can take place on how substance abuse affects all of us across the board. Research has been showing that environmental strategies are really important. The work of the Healthy Communities Action Teams helps with environmental strategies. Discussed how root causes for all of our action teams have a lot of commonality. Example: Social connectedness/poverty..

The Alliance's next meeting will be held October 16<sup>th</sup> at 7:30 a.m. in room G034 of the County Courthouse if anyone is interested in attending.

Pinero explained the grants and how the Alliance is funded. The DFC grant will end in 2019. The Government does not allow the Health Dept. to reapply for this grant. In order to keep the Alliance Facilitator position intact, the community needs to come together.

Pinero talked about e-cigarettes and the difference of the 2015 PRIDE survey vs. 2017 Youth Risk Behavioral survey results and how numbers of kids using e-cigarettes have more than doubled in the 2017 survey. Eau Claire County is double the State level as well. Discussed how JUUL has most of the market for E-cigarettes. Confiscation from kids in local schools has mostly been the Jewel brand. Nicotine is not regulated in e-cigs so the amount can change from brand to brand. One JUUL pod can have as much nicotine as entire pack of cigarettes. The FDA has not released information on what chemicals are in e-cigs.

**AGENDA #8 –Build next Council agenda:**

- Forward ideas for the November Council agenda to Schemenauer/Draxler or e-mail

**Ideas for future agendas:**

- Basic root causes and how to help people in need so they don't use Medicaid dollars
- Medicaid work requirements (DHS)
- New ALICE report (Porath)
- Follow-up on sessions from the Poverty Summit
- UWEC literature review group
- How to involve/shape discussion on substance abuse in community
- Presentation on public good ordinance
- Someone from law enforcement come and to learn more about what they are doing to promote wellness in the community.
- New development in EC – there likely will be discussion on legalization of marijuana. (This group may or may not want to talk about this.)
- C-Store/FNV work – final results

**AGENDA #9 – Adjourn:**

MEETING ADJOURNED 9:04 A.M.

**You can find all minutes and agendas on our website located at [www.ehealthycommunities.org](http://www.ehealthycommunities.org).**

NEXT MEETING DATE: November 8, at 7:30 A.M., Room G034 of the County Courthouse.

Respectfully Submitted by:

Joanie Klimek