



Healthy Communities Action Team Reporting Form

ACTION TEAM:

- Assessment/Planning Chronic Disease Healthy Relationship Promotion
- High Risk Drinking Mental Health Oral Health

DATE(S) OF LAST ACTION TEAM MEETING: February 11th, (January 21 meeting cancelled because of weather)

MEMBERSHIP

- Which organizations/individuals are at the table?
City of Eau Claire – City Planning & Parks and Recreation, Eau Claire County ADRC, Eau Claire Chamber of Commerce, Eau Claire City County Health Department, Group Health Cooperative of Eau Claire, HSHS, Marshfield Clinic, Mayo Clinic Health System, UW-Eau Claire, West Central WI Regional Planning Commission, YMCA of Eau Claire
- Which organizations/individuals are missing from the table?
 - Representatives from Altoona, Fall Creek, Augusta and Fairchild
 - UW-Eau Claire School of Nursing
 - We have many community connections “ad hoc” who we collaborate with regularly but don’t have capacity to attend meetings.

UPDATES:

- Wintermission - Gina and Ned shared information about a national grant recently awarded to Eau Claire. This opportunity is sponsored by the National League of Cities, RWJF, Children & Nature Network and 8 80 Cities (Cities for people ages 8 to 80). The goal of Wintermission is to work with experts to increase public life in cities that experience challenging winters. Increased public life is expected to reduce social isolation, support children/newcomers, and increase opportunities for physical activity. Out of 62 applicants, Eau Claire was selected as 1 of 3 US cities to participate in Wintermission. This opportunity goes through July 2020 and will include Community Engagement in early spring 2019, a pilot project for improvement of public life in winter, and development of a Winter City strategy. There may be opportunity to connect CDPAT with some of this work once the grant moves along further.
- Community connections – In an effort to gain a better understanding about food insecurity in Eau Claire County the team invited Emily Moore from Feed my People and Becky Hinzmann from ADRC Meals on Wheels to share their knowledge and insight about their programs and the clients they serve.
- Social media – Gina shared a new process that would allow Healthy Communities to share information via social media. Action teams are writing monthly Facebook posts (2 posts per team) and doing more deliberate planning with health observance months (i.e. national nutrition month). There is a new placeholder on agendas to discuss these topics. We’ve pulled a list of relevant ones, but there may be topics we’ve missed. Gina and JoAnna shared how Healthy Relationship Promotion Action team has been doing this for 2 months. Each meeting 2 people are assigned the task to draft a Facebook post

(image and text). They come to the next meeting and present their draft. The group provides input. Gina will work to finalize the post and share to the Health Department Facebook page. When the post is scheduled, Healthy Communities will send an email to the action team to let them know their organization can share it. That way we can maximize the followings of all organizations and further spread the message. JoAnna shared about a program that Marshfield Clinic uses to schedule their posts. <https://trello.com/en> Group discussed that there may be overlapping content with action teams so this would be a way to see all the posts. And everyone would be able to access this.

CURRENT ACTION

Healthy Food and Beverages

- Tri-County Healthy Food Marketing Collaborative - the group reviewed where the tri-county food systems group is at with planning our next steps. Reviewed results from Wavemaker regional rally survey. Gave an update on healthTIDE and upcoming healthy food retail meeting- March 20 in Madison, Susan plans to attend. A virtual/call-in option is available
- Chronic Disease Prevention Grant & Communication plan - Briefly touched base about CDPAT future role with chronic disease prevention communications in relation to earlier discussion at today's meeting.

Physical Activity

- Prescription for Parks – Discussed. ideas on how to include information on rural parks in the packet. The team agreed to discuss what the goal of the packet is at next meeting and how to distribute. Discussed distributing through social media, Chippewa valley family/volume one and health insurance providers.

Safe Routes to Parks

- The city of Eau Claire is going to work with WWWRPC to build a safe routes to park plan this year. Similar process to safe routes to school plan. Process takes ~1 year to complete. Brought in crime/accident data into maps of where students walked. In-class room surveys- asked how children got to school—most valuable data. Developed summary for each school that displayed data. Data will be used as city is doing street plans, etc. The committee will be meeting in March and will include Leah Ness, Pat Ivory, Steve Roscoe (Parks), Eric Anderson and Chad Duerkop. Assistance will be needed with the walk audits; could use parks and waterways, neighborhood assistances and CDPAT as groups to do audits.

NEXT STEPS:

- Chad will bring copies of the RX for Parks plan next meeting, as well as a list of rural parks that we could include in our expansion
- Chad will provide update on Safe Routes to Park at March meeting
- Sub- teams tasked to talk about implementing monthly health posts in their small sub-committees.

***QUESTIONS FOR COUNCIL/FEEDBACK REQUESTED:**

- If you have any ideas on how the RX for Parks information could best be distributed to the community, please let us know!

***HOW CAN HEALTHY COMMUNITIES COUNCIL SUPPORT YOUR ACTION TEAM?**



Healthy Communities Action Team Focus Area Form

DATE(S) OF LAST ACTION TEAM MEETING: 01/22/19 and 02/26/19

ACTION TEAM:

- Assessment/Planning Chronic Disease Healthy Relationship Promotion
- High Risk Drinking Mental Health Oral Health
- Health Alliance For Substance Abuse Prevention

MEMBERSHIP

- Which organizations/individuals are at the table?
Bolton Refuge House, Restorative Justice, Family Support Center, Eau Claire City-County Health Department, United Way, Anu Family Services, Marshfield Clinic, Hmong Mutual, Community Members
- Which organizations/individuals are missing from the table?
School district staff and other youth serving professionals.

CURRENT ACTION:

- Continuing work on the Healthy Relationship Promotion Toolkit
 - Organizing content in the toolkit and discussing dissemination
- Creating a calendar of health observances and known events in the community that we can partner with. Created messaging for January—stalking awareness month and human trafficking month and February- teen dating month. Discussed messaging around violence and “cabin fever” with the weather keeping people cooped up inside.
- Members of HRPAT are continuing to facilitate Safe Dates.
- Members of COACH team are headed to Madison for a two-day summit to share what we’re doing and connect with other teams.

NEXT STEPS:

- Once content is developed for toolkit we will working with UWEC students to help us with formatting this content.
- Talk through plans for the year with messaging, events, etc.

***QUESTIONS FOR COUNCIL/FEEDBACK REQUESTED:**

- If you know any youth serving professionals that would be interested in partnering on the resource toolkit and training let us know!



Healthy Communities Action Team Focus Area Form

ACTION TEAM:

- Assessment/Planning Chronic Disease Healthy Relationship Promotion
- High Risk Drinking Mental Health Oral Health
- Health Alliance For Substance Abuse Prevention

DATE(S) OF LAST ACTION TEAM MEETING: March 6th 2019

MEMBERSHIP

- Which organizations/individuals are at the table?
Eau Claire City-County Health Department, Eau Claire Police Department, Alliance for Substance Abuse Prevention, Community Representatives, UWEC Office of Health Promotion, Department of Health Services (DHS), HSHS Sacred Heart Hospital, United Way of the Greater Chippewa Valley, and Marshfield Clinic Health System focusing on young adults ages 18-34
- Which organizations/individuals are missing from the table?
Business, Treatment Providers, Faith Groups, Chamber Young Professionals Group, Diverse Ethnic Groups, and Chamber of Commerce Representatives, municipalities outside of the City of Eau Claire

CURRENT ACTION:

- Excessive Intoxication Ordinance Diversion Program
 - Research best practices in other counties
- Continue to identify resources within the community from preventive measures, treatment, medication, and insurance/out-of-pocket costs to develop a resource guide
- Determine safe guards and lessons learned from other communities with pedal pubs
- Identify audits/assessments to evaluate drinking behavior and provide resources

NEXT STEPS:

- April's Alcohol Awareness Month
- Neighborhood Safety Walk

***QUESTIONS FOR COUNCIL/FEEDBACK REQUESTED:**

- Contact information of individuals who may be interested in our work



Healthy Communities Action Team Focus Area Form

ACTION TEAM:

- Assessment/Planning Chronic Disease Healthy Relationship Promotion
- High Risk Drinking Mental Health Oral Health
- Alliance For Substance Abuse Prevention

DATE(S) OF LAST ACTION TEAM MEETING: December 18, 2018

MEMBERSHIP

- Which organizations/individuals are at the table?
 - REALTORS® Association of Northwestern WI
 - EC Morning Rotary Club
 - UW-Health
 - Marshfield Clinic Health System
 - Lutheran Social Services
 - Healthy Communities
 - Cohen Law Office
 - Eau Claire Area School District
 - Eau Claire Board of Education
 - WI Department of Health Services
 - Eau Claire City-County Health Department
 - Eau Claire City-County Human Services
 - Youth Advisory Board
 - Students Against Destructive Decisions
 - Big Brothers and Big Sisters
 - Eau Claire YMCA

- Which organizations/individuals are missing from the table?

Law enforcement, treatment courts, treatment providers, recovery community

CURRENT ACTION:

- Sustainability Plan Review discussed as Drug Free Communities Grant is in its final year. Alliance agreed that substance abuse prevention is important and needs to be continued.
- Aids Resource Center presented on Opioid overdose prevention and Narcan training.
- Prescription Drug Take Back Day is April 27, 2019. Campaign is in process.

NEXT STEPS:

- Alliance Sustainability Subcommittee formed to develop plan.
- Prescription Drug Take Back distribution of materials.

***QUESTIONS FOR COUNCIL/FEEDBACK REQUESTED:**

- Bring any ideas for sustaining the work of youth substance abuse prevention forward.
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Alliance for Substance Abuse Prevention – Eau Claire County



Vision: A community culture free from the abuse of alcohol, tobacco and other drugs

Mission: To improve the lives of children, youth and adults by mobilizing communities to prevent and treat alcohol, tobacco & other drug abuse in Eau Claire County.

Since 2002, the Alliance for Substance Abuse Prevention has made a difference working together to decrease alcohol and tobacco use among Eau Claire County youth. The Alliance has been federally funded by the Drug Free Communities Grant for the past 10 years at a cost of about \$125,000/year. Various other state grants have supported the AODA work, such as, WI Wins, Prevention, and Partnership for Success. In addition to these funding sources, there is a significant amount of in-kind support from all of the 16 organizations that make up the Alliance. The Alliance is guided by current data on youth substance use across the county and by community concerns and identified needs. In its work to change the culture around alcohol and other drug use in Eau Claire County, the Alliance has successfully supported the implementation of key programs, such as youth leadership through SADD chapters at all county schools, tobacco and alcohol compliance checks that impact youth access to substances, community education about youth substance use and prevention, and more. The Alliance has sustained key programs while responding to emerging issues in youth substance abuse prevention for over 10 years.

Program need

In 2018, Alcohol Misuse and Substance Use were identified in the **top 3 community health priorities for Eau Claire County** in the Community Health Assessment (CHA). 75% indicated alcohol misuse and 78% said substance use is a major or moderate problem in the county.

Specifically:

- Residents identified availability of alcohol and substances and the culture of alcohol misuse as top reasons for these problems in the county.
 - 72% said alcohol misuse is an accepted attitude or belief in the county.
 - 59% said alcohol and 68% said substances are easily available in the community.
 - 37% said there are too few alcohol-free social activities.
- Comments in the CHA highlighted community concerns about methamphetamine, opioids and prescription drug misuse.
- Many residents wrote in comments about the culture of alcohol use in the county, including the impact of youth exposure to alcohol at community and family events.

Youth surveys indicate that youth alcohol and substance use is an issue that is still present in the community and highlight new trends that require action.

- Although alcohol use has been decreasing, alcohol remains the most used substance by county youth (51% ever had alcohol, 60% US, 64% WI; 22% drank alcohol in the past 30 days, 30% US, 30% WI). Eau Claire County youth report less alcohol use than both the

state and the nation, a testament to the important prevention work that has been supported in the county for over 10 years by the Alliance.

- Marijuana use has remained steady among county youth over the past several years with 14% reporting 30-day use. This is similar at the state (16%) and slightly less than the nation (20%). Although use has stayed about the same, fewer youth perceive that they are at risk of harm from marijuana use compared to previous years, with just about half (53%) reporting moderate or great risk to using marijuana in 2017. This is less than the perceived risk of other substances including cigarettes, alcohol, and prescription drugs. This is of concern as municipalities consider decriminalizing marijuana use and as concentrated marijuana products become more available.
- Youth have reported a drastic increase in e-cigarette use with an observed 2-fold increase from 2015 to 2017. More Eau Claire county youth (23.4%) report vaping compared to the state (11.6%) and nation (13.2%). Schools and parents are asking for resources about how to address this issue and have reached out to the Alliance partners for more information.

Return on investment

Investing in substance abuse prevention not only reduces the harm associated with substance abuse experienced by individuals, their families and communities, but it can also greatly reduce the cost of substance abuse to society.

Research over the past 20 years demonstrates that prevention can have significant cost-benefit savings. Analysis of numerous prevention programs shows that they have reported savings of \$15–18 on every dollar spent on drug abuse prevention.

In Eau Claire County, there are significant direct government costs (police, courts) related to drug abuse including persons jailed with drug related crimes and children placed out of the home. Based on the Burden of Alcohol in Wisconsin report, in 2011, the cost of excessive alcohol use in Eau Claire County was \$160.4 million or \$1,624.17 per resident per year. This includes \$17.6 million in healthcare costs and \$115.7 million in lost productivity. This same analysis estimated that for adults, excessive alcohol use contributed to at least 19 deaths, 1,115 hospitalizations, and 1829 arrests.

Preventing use among youth is important as research shows that early initiation of alcohol use is an important risk factor for later alcohol misuse. Prevention remains an important issue in the county and the state of Wisconsin given the culture of alcohol use and its impact on the community.

Substance abuse is a complex social issue that cuts across multiple sectors and effects everyone in our community. Through increased collaboration and evidence informed prevention initiatives, the economic and social impacts of substance abuse in Eau Claire County could be greatly reduced.

What Needs To Be Sustained?

Resources are needed to support county alcohol and other drug use prevention efforts including maintaining the key partnerships of the Alliance, ensuring that youth alcohol and drug use trends continue to decrease, and addressing emerging issues around alcohol and drug misuse like vaping. Outside of the Alliance staff, there is not another full-time prevention specialist

working on alcohol and other drug (AOD) prevention in Eau Claire County, even though AOD issues have been identified as priority issues for the community.

Eau Claire County currently benefits from having a grant funded staff person with expertise in alcohol and other drug abuse prevention. The majority of county government funded resources are currently allocated for enforcement and treatment/recovery. Continuing to provide an expert in alcohol and other drug abuse prevention working in the community will allow the county to continue initiatives and programs that are critical to achieve county goals in youth substance abuse prevention:

1. Strengthening collaboration among Eau Claire County partners to prevent and treat alcohol, tobacco, and other drug abuse.
 - Convening the Alliance for Substance Abuse Prevention which meets 6 times annually and is made up of 18 members representing 16 organizations.
 - Convening 3 workgroups made up of coalition members that meet on an ad hoc basis to address communication, policy, and sustainability issues.
 - Communicating with Alliance and other community partners about strategies, current trends, and new training and information available to guide the work.
 - Individual meetings (estimated 24 meetings/ year) between staff and community partners (e.g. law enforcement, schools, DHS, CJCC) to share information about AOD trends for youth, programs, opportunities for collaboration, policy work, etc.
 - Supporting a new partnership between the Alliance and Eau Claire Healthy Communities to address substance abuse in Eau Claire County.
 - Partnering with city, county, law enforcement, schools, UWEC, and other policy makers to provide information and resources to support policy and system change (e.g. ECASD e-cigarette policy, Altoona e-cigarette policy, athletic codes, marijuana information papers, city good order policy, etc.)
2. Collecting and sharing data with program partners to guide prevention strategies and educate the community.
 - Evaluating county alcohol and other drug use trends (YRBS, Pride survey).
 - Sharing local data with school districts and other partners (YRBS meetings with all 5 school districts; YRBS school and county reports).
 - Sharing other local, state, and national data with partners through education, communication, and reports.
3. Educating the community on alcohol, tobacco, and other drug use.
 - Maintaining the Alliance website with links to resources and information about AOD, the Alliance, events, etc. (estimated 746 hits annually).
 - Developing education posts on AOD issues and trends on both the Alliance and Health Department social media (about 140 Facebook posts annually with a 40,000 organic post reach; 85 Tweets with over 20,000 impressions).
 - Responding to media inquiries on alcohol and other drug issues (estimated 31 interviews annually).
 - Presenting to community groups about the Alliance, alcohol and other drug use trends, issues, and prevention (approximately 11 presentations annually)
 - Developing and sharing position papers (e.g. Marijuana information provided in 2018).

- Training for SADD (Students Against Destructive Decisions) to be prevention leaders (49 youth and 6 SADD advisors in 2018) for 6 Eau Claire county high schools. Training topics include leadership, alcohol and other drug use topics, mental health, and creating activism during the school year.
- Guiding SADD leaders in action around peer education through the Youth Advisory Board monthly meetings and chapter meetings at schools (e.g. prescription drug take back social media challenge, promoting prescription drug take back events with flyers and information distributed at schools, organizing and participating in pre-prom mock car cash awareness event at each school, Juuling/E-cigarettes presentation to school staff, activism #Healthylungshealthylife, distracted driving activism, conducting television and radio interviews).
- Creating structure and resources for revamped healthy athlete program; working with Athletic Directors and coaching staff to develop resources.

4. Monitoring retail access to tobacco and alcohol at 343 businesses and youth access to alcohol at local music festivals.

- Conducting ID check training for businesses (3/ year)
- Conducting alcohol and tobacco compliance checks
 - 2018: 62 alcohol and 63 tobacco

Current DFC Funding Includes

Personnel: 2.5 positions including a full-time Health Educator, with the rest of the time divided amongst 7 other supporting staff positions (program assistant, evaluator, youth advocacy advisor, school consultant, Americorp member and supervisor). Total cost \$118,000/year.

Training: includes training for SADD, Alliance members and staff. \$5,800/yr.

Materials/Supplies: such as, equipment, printing, advertising. \$6,600/yr.

(Grant funds carryover from previous year was \$5,400).



Healthy Communities Action Team Reporting Form

ACTION TEAM:

- Assessment/Planning Chronic Disease Healthy Relationship Promotion
 High Risk Drinking Mental Health Oral Health

DATE(S) OF LAST ACTION TEAM MEETING: 02/28/2019

MEMBERSHIP

- Which organizations/individuals are at the table?
CVTC Dental Hygiene Program, Smiles for Eau Claire County LLC, Family Health Center of Marshfield, Inc., Health Department Community Health Educators, NW Wisconsin Dental Hygienists Association, NW Dental Society, Children's Health Alliance of Wisconsin, Bright Smiles Wisconsin
- Which organizations/individuals are missing from the table?
Other members from local dental association, members from the ECASD early learning programs, other non-profit agencies, business members and consumer members who serve those most affected by dental disease.

CURRENT ACTION:

- During the month of February, which was Children's Dental Health Month, we hosted 5 library readings at the Eau Claire Library and Altoona Library. Dental Hygiene students from CVTC read the book, "Potter the Otter", which encourages drinking more water than sugary drinks. The children were given copies of the book and a toothbrush and the children and their parents had the opportunity to sample infused water and receive a recipe card. The turnout was better than expected in spite of the bad weather. Thank you to TJ and Debbie for organizing this.
- We also hosted a dental poster contest for 4th and 5th graders at all Eau Claire County schools. The snow days made it difficult for the students to do these but we extended the deadline and received 113 posters! The winners will be displayed at the library and they will receive a water bottle and a spin toothbrush.
- We are working on updating our Rethink Your Drink tri-fold display with a new picture and more current drinks. These will be displayed at the middle schools in the FACE classrooms.
- We will collaborate with the Alliance for Substance Abuse Prevention to have high school students do a multimedia challenge of either a Meme, GIF or 30 second PSA around vaping and oral health. Prizes of a very nice electric toothbrush and Chamber Bucks will be awarded.
- Next OHPAT meeting March 28th at 7:30 AM.

NEXT STEPS:

- Sarah DP will work on reformatting our tri-fold boards and send to Debbie to have printed at CVTC.
- Check on toothbrush prices and ordering for poster contest prizes.
- Check with library regarding displaying winning posters.
- Sarah DP and Sarah P will work on sending Facebook announcements of winning posters to our website and ECASD website.
- Sarah DP will contact the Alliance to create guidelines for multimedia challenge.
- Carol will work with Tammy and Katie regarding Amish dental visits.
- Update referral list for dentists who will see pregnant women and info for pregnant patients. CVTC students will call again.
- Sarah DP will send info regarding Delta Dental's Cool Water Program to school district.
- Recruit new members.

***QUESTIONS FOR COUNCIL/FEEDBACK REQUESTED:**

- What is the best way to get the message out to the public and healthcare providers about the new standards of care for treating pregnant women?
- How can we bring the medical and dental communities together to collaborate on our goals?
- How do we get the word out about the harmful effects of sugar sweetened beverages and foods to your oral health and health in general?
- How can we spread the word about the effectiveness of community water fluoridation?
- How can we spread the word to parents/caregivers about the importance of early dental care?

***HOW CAN HEALTHY COMMUNITIES COUNCIL SUPPORT YOUR ACTION TEAM?**

- Spread the word that dental treatment during pregnancy is safe and recommended for the health of both mom and baby.
- Spread the word and set good examples of healthy eating/drinking to prevent dental disease.
- Be proactive by informing others about the use of fluoride to prevent dental disease in our community.
- Share with your own physicians the importance dental health has on total body health and make sure they are asking their patient's about it and making referrals if needed.



Healthy Communities Action Team Focus Area Form

ACTION TEAM:

- Assessment/Planning Chronic Disease Healthy Relationship Promotion
- High Risk Drinking Mental Health Oral Health
- Health Alliance For Substance Abuse Prevention

DATE(S) OF LAST ACTION TEAM MEETING: 02/18/19

MEMBERSHIP

- Which organizations/individuals are at the table?
Anthem Blu Cross Blue Shield, Children's Hospital of WI, HSHS Sacred Heart Hospital, Mayo Clinic, Marshfield Clinic, NAMI Chippewa Valley, UW Madison, Division of Extension, DHS-Adult Protective Services & Intensive Case Management, Family Resource Center, Community Members, Chippewa Valley Free Clinic, Children's Hospital of Wisconsin, United Way, Eau Claire Police Department, Group Health Cooperative Eau Claire, JONAH, Boys and Girls Club, Family Literacy Center, Eau Claire School District, UW-EC, representatives from BRAIN team and Eau Claire Coalition for Youth, Prevent Suicide Chippewa Valley.
- Which organizations/individuals are missing from the table?
211, Sheriff's Department, Jail, judiciary representatives, health insurance wellness representatives, Western Dairyland, Positive Avenues, Lutheran Social Services, Hmong Mutual Assistance Association, Latino representatives/EI Centro
- Missing from meeting, but on email list: Children and Youth with Special Health Care Needs, Center of independent living, Northwest Connections

CURRENT ACTION:

- Discussed how we could use social media to promote messages about mental wellness in the community. Talked about the importance of getting messages beyond the reach of those who like the ECCHD Facebook page and targeting platforms that young people are using – Instagram, Snapchat, Tiktok. Discussion of engaging young people through existing youth groups to help plan this, and also considering how to reach underserved populations.
- Discussed local brochures/resources related to mental health. UW-Extension is adding AODA and mental health information to their resource directly. Want to ensure we aren't creating something that already exists.
- Formed sub team to plan annual flash mob event and to expand ACEs/resiliency training.

NEXT STEPS:

- Sub-teams to meet and coordinate projects related to mental health resource cataloging, flash mob and expanding ACEs/Resiliency training.

*QUESTIONS FOR COUNCIL/FEEDBACK REQUESTED:

- Are you aware of additional brochures that share local AODA and mental health resources? If so, please share with the action team.
- If you are interested to join any sub-teams, please let Brook or Shae know.
- Please take time to look up your organization on the 211 website and ensure information about the services you provide are accurate and up to date. If information is not accurate, please request the update through 211. This will help ensure 211's ability to give accurate resources and referrals.
- Please consider hosting a Question, Persuade, Refer (QPR), evidenced-based suicide prevention training at your organization. This is a free training offered through our team and the Health Department. Information on how to set this training up is below.

*HOW CAN HEALTHY COMMUNITIES COUNCIL SUPPORT YOUR ACTION TEAM?

- Continue recruitment of parties missing from table.
- Share with community members the work the action team is doing.
- If you have attended a Question, Persuade, Refer training, thank you!
 - If you are interested in hosting a QPR training at your organization please contact Chelsie at Chelsalyn.Smith@co.eau-claire.wi.us
 - Please LIKE the Health Department Facebook page and **SHARE** the QPR events on your own social media pages, encouraging friends/family/community members to attend.