



Chronic Disease Prevention Action Team –Agenda

July 15th, 2019 • 8:30-10:00am • Room 302, Eau Claire City-County Health Department

1. Welcome & Updates – 10 mins

a. Diabetes Program Update

- i. Ellen, Joe and Susan from the Health Department shared information about two CDC grants that Eau Claire will be working to implement over the next 5 years. Funding is focused around supporting heart disease and diabetes prevention and management programs. Hoping that CDPAT would be able to provide input on best next steps and identify challenges/gaps. General overview of each grant was shared:

1. Eau Claire Diabetes and Heart Disease Prevention Program

- a. Local points of Contact: Susan Krahn and Ellen Jacobs (ECCCHD)
- b. Purpose: improve the health of Eau Claire residents through the prevention and management of diabetes and heart disease. How they can coordinate services for diabetes in the area.
- c. Goals:
 - i. raise awareness of diabetes, pre-diabetes, heart disease conditions and services in our area;
 - ii. creating and strengthening clinical services and community resources linkages to support diabetes and heart disease prevention and management
 - iii. improving access to, enrollment in and participation in existing prevention/management programs
 - iv. collaborate with payers to improve coverage options of prevention programs
- d. Current work: asset mapping, learning from and building connections with existing local and statewide partners (Pharmacy Associations, Wisconsin Institute for Healthy Aging, health care orgs, etc.)

2. Chippewa Valley Innovative Diabetes Prevention Partnership

- a. Local Point of Contact: Joe Kalscheur (ECCCHD)
- b. Purpose: to prevent diabetes among those at highest risk of developing type 2 diabetes by addressing barriers to participation in diabetes prevention programs through novel approaches and multi sector partnerships.
- c. Strategies:
 - i. Supporting bi-directional e-referral systems
 - ii. Supporting new/existing programs increase enrollment of underserved populations



- iii. Expanding access to diabetes prevention programs through telemedicine
- iv. Explore and test innovative ways to improve participation and retention
- v. Implementing tailored communication and messages to reach those at highest risk of developing type 2 diabetes
- d. Current work:
 - i. Recruiting focus group participants to take part in one of four focus group sessions within the Chippewa Valley Region (EC, Dunn, Chippewa Counties). Looking to hear what people want to see for improvements around diabetes prevention.
- e. **ACTION** Requested: CDPAT was asked to share focus group recruitment screener link (see attached flier) to at least 1 community partner who works closely with populations of focus (see below)
 - i. Population characteristics we hope to have represented at focus groups:
 1. Rural
 2. Less than 50K household income
 3. Less than collage degree education
 4. Men
 5. Ages 40-65
 6. Hmong
 7. Native American
 8. African American
 9. Hispanic
 10. Women with previously diagnosed gestational diabetes
 11. AND/OR meet eligibility requirements for the national diabetes prevention program
 - a. Over 18 years of age
 - b. Overweight or obese
 - c. Not pregnant
 - d. No previous diagnosis of diabetes (1 or 2)
 - e. Screened as having “prediabetes” via A1C, blood glucose, risk test



Confirmed Details for Innovative Diabetes Prevention Focus Groups in the Chippewa Valley:

| COUNTY: | Eau Claire | Menominee | Dunn |
|---------------|---|--|--|
| LOCATION: | Hmong Mutual 1320 W Clairmont Ave, Eau Claire, WI 54701 | Menominee Public Library 600 Wolske Bay Rd, Menomonie, WI 54751 | Bloomer Public Library 1519 17th Ave Bloomer, WI 54724 715-568-2384 |
| CONTACT INFO: | Chao Xiong: chao.xiong@ecahmaa.org | Rundi Myklebust: rundim@menomonieilibrary.org | Florence LaBeau: labeau@bloomerpubliclibrary.org |
| DAY: | Thursday, July 25th | Thursday, July 25th | Friday, July 26th |
| TIME: | 11:00am-12:00pm. | 5:00-6:00pm & 7:00-8:00pm | 12:00-1:00pm |

2. Chamber Wellness Walk Partnership Opportunity

- a. Asked for additional volunteers for the Chamber Wellness Walk on Wed. July 17th. Volunteers will be at the Healthy Communities booth and also playing kubb/cardio drums/pickleball. Let Jamie/JoAnna know if you can help out. Jamie, JoAnna, Lisa, Chris and Laurie will be at the event.

3. Rx for Parks Project

- a. Broke into three groups: people who don't use the parks regularly; families; and individuals with disabilities/elderly to discuss the following questions.
 - i. Which parks apply to your audience and why?
 - ii. What messages would you need to see/hear as this audience in a video/post?
 - iii. How would you market it? (i.e. social media, patient newsletter from hospital)

b. Families

- i. Target the following parks:
 1. Otter Creek – aimed @ pet families
 2. Carson Park- #1 play structure
 3. Owen Park- #1 music/play/walk
 4. Fairfax Park- #1 pool
 5. Lakeshore Park- #1 teens/skatepark/athletic field
 6. Pinehurst Park- #1 winter activity
- ii. How to market:
 1. Social media, CV Family, Volume One, other family events, school newsletters, pediatricians/WIC, library-story time, summer school newsletters

c. Individuals with disabilities/elderly

- i. Don't what is available. Would need to do more research about what is in the park. Suggested a 360 view/video of parks might be interesting to do.
- ii. Get churches involved
- iii. Don't feel safe
- iv. No transportation
- v. Park directory- grid with what's available



d. Individuals that don't frequent parks

- i. Need to identify current trends (i.e river floating and hammocks)
- ii. Unique interests
- iii. What is people's interest in parks?
- iv. Who are less likely to use the parks?
 1. Potential actions: community survey during wellness walk, social media survey
 - a. Ask what would you like to see in a park? What activities?
- v. Bulletin board at parks

4. Social Media- July

- a. Lisa shared information about posts we could about heat and the aging population. Postponed group development of posts until August meeting.

Next Meeting: August 19th, 2019, 8:30 – 10:00 am, Room G302