



## Council – Minutes

September 11, 2019 • 7:30 am-9:00 am • Room G034, Eau Claire County Courthouse

**Attendees:** Marlene Arntson, TJ Atkins, JoAnna Bernklau, Sara Carstens, Cortney Draxler, Mark Gideonsen, Lieske Giese, Jamie Hoover, Michael Jaeb, Mel Kantor, McKenzie Kostreera, Juliya Perepelitsa, Katie Pospishil, Gina Schemenauer, Aaron White, Katie Wilson, Tom Wirth, Jake Wrasse, Kaying Xiong

**Meeting called to order at 7:37 AM by co-chair, Gideonsen**

Agenda Item	Discussion	Action/Follow up
<b>Welcome &amp; Announcements</b>		
A. What's one accomplishment that you are most proud of?	<p>Welcome and introductions of all present.</p> <p>Brief announcements:</p> <ul style="list-style-type: none"> <li>Xiong – ECASD has received a grant to hire a Mental Health Program Director.</li> <li>Atkins – On September 20<sup>th</sup>, Anthem will be hosting a community baby shower at United Methodist Church which will include classes on stress management, shaken baby syndrome, SIDS, and oral health education for pregnant mothers.</li> <li>Atkins – Anthem has free community health workshops available. If your organization is interested, please contact Atkins to schedule one.</li> <li>Kantor – On July 12<sup>th</sup> the UW-EC Board of Regents approved a Public Health major on campus. This program will begin next fall. There are already several students interested.</li> <li>Giese – Its flu shot season. Please get your flu shot.</li> <li>Giese – A public health advisory went out about vaping. This has become a serious public health concern that we should be talking to friends and family members about.</li> </ul>	
<b>Approval of minutes</b>		
	July minutes reviewed.	ARNTSON/BANCHY MOTIONED TO APPROVE THE JULY MINUTES AS DISTRIBUTED. MOTION CARRIED.
<b>Review agenda</b>		
	Gideonsen reviewed today's agenda	
<b>Review and vote on Operational Guidelines</b>		
	Schemenauer reviewed the structure of the Operational Guidelines. Language to include the meeting cancellation policy has been added. Document is posted on the website <a href="https://ehealthycommunities.org/wp-content/uploads/2018/10/operationalguidelines08-16final.pdf">https://ehealthycommunities.org/wp-content/uploads/2018/10/operationalguidelines08-16final.pdf</a> .	KANTOR/WILSON/ATKINS MOTIONED TO APPROVE THE UPDATED OPERATIONAL GUIDELINES. MOTION CARRIED.



Action Team Focus Areas		
High Risk Drinking	<p>Wilson – This group has been working on the Excessive Intoxication Ordinance, which consists of creating a Diversion Program as part of an educational component for first time offenders. The Diversion Programs are now in place and the Police Department will be utilizing this ordinance to address public excessive intoxication in our community. Diversion programs are a partnership between the Health Dept., Police Dept., and UW-EC.</p> <p>Starting to plan a Sober Server Policy which would be a community level policy to ensure that servers are not intoxicated while serving.</p>	
Oral Health Promotion	<p>Pospishil – A \$500 grant was received from Marshfield Clinic to help promote awareness on e-cigarettes and vaping. Could potentially coordinate with the Health Dept. and Police Dept. to get a campaign out.</p> <p>Have been going to the Community Table and handing out toothbrushes to anyone who needs one. Also answering questions on resources and where to go for dental care.</p> <p>Received six new Rethink Your Drink tri-fold boards which will be used in the middle school classrooms and common areas.</p> <p>Partnering with Anthem on the Community Baby Shower which is coming up September 20<sup>th</sup>.</p> <p>Looking to get a dental hygienist connected with a primary care provider to work with pregnant women. This project has been piloted in Madison. Will move forward after Madison reports out how things go.</p>	
Chronic Disease Prevention	<p>Hoover – Had representation at the Wellness Walk with pickleball, cardio drumming, and information on Rx for Parks.</p> <p><a href="#">Rx for Parks</a> – focused on high priority parks and people who may not already be utilizing the parks. Will be launching a campaign soon. Monthly social media posts are planned. Quarterly videos will be launched.</p> <p>Next steps – will be looking at projects for healthy food initiatives and working with the Health Dept. on the 1815 and 1817 grants focusing on Diabetes and chronic disease.</p>	



<p>Healthy Relationship</p>	<p>Schemenauer – The Healthy Relationship Toolkit is complete and ready to share with the community. Schemenauer gave a brief tour of the electronic document which gives quick “how to’s”. Toolkit will be launched the week of September 16<sup>th</sup>. There will be business cards available upon request for organizations to share with the community. Toolkit document will also be shared via email with information so you can forward it to your contacts. The toolkit is available online @ <a href="http://bit.ly/ECRelationshipToolkit">http://bit.ly/ECRelationshipToolkit</a></p>	<p>ASK – if you know of a group that could utilize the toolkit, please share with them.</p>
<p>Alliance</p>	<p>Wirth – A significant amount of funding was lost for activities focusing on youth. Additional resources are being sought. Have reached out to a number of sectors in the community to help obtain some sustainability. Currently looking at bringing a new lead person on as Piñero has left her position to relocate.</p> <p>Working with SADD (Students Against Destructive Decisions) to help encourage students to make good decisions in life.</p>	
<p>Mental Health</p>	<p>Schemenauer – This group has been working on QPR (Question Persuade Refer) Train the Trainer and how to increase the capacity to teach more students in the schools.</p> <p>Looking at the issue of resource directories. Conversation is that there are a lot of resource directories in the community. Looking at how to coordinate these resources. Groups have been meeting about this.</p> <p>Traditionally a flash mob dance has occurred in May. Looking at expanding on that next year by having competitions in the high schools. More details to follow.</p>	
<p>Presentation</p>		
<p>Wintermission Grant</p>	<p>Wrasse and White introduced themselves and gave brief background as to why they are involved with Wintermission.</p> <p>Wintermission is a grant funded initiative to get people to become more active outdoors during the dark cold months of winter. It is funded by the Robert Wood Johnson Foundation and 8 80 Cities (an organization that focuses on making cities livable for anyone no matter if they are 8 or 80 years old. Eau Claire wants to move residents in the direction of better health and promoting positive behaviors in the community. Support from the Robert Wood Foundation 8 80 Cities will include help to create signature programming and events.</p>	<p>What Healthy Communities can do to support Wintermission?</p> <p>The Action Teams to consider how they can help to bring sustainability to Wintermission in the long run.</p>



Working on policies that need to change and what needs to be integrated to promote more outdoor activity in the winter. Eau Claire is a vibrant community and sees the grant opportunity as a positive change for our community. Seasonal affective disorder is an issue. Hoping that this be lessened by having people becoming more interactive with each other and less people being homebound or not utilizing the outdoor spaces that are available. We are not to assume that everyone knows how to be out of doors and active in the winter.

There are three phases involved in Wintermission:

1. Putting together a core team and mission.
2. Having community members participate in a survey and holding focus groups on events that could be happening.
3. Figuring out what is missing, and how to improve what is already happening along with deciding what still needs to be achieved.

A piece of Wintermission is to educate people about the process of thriving in the wintertime. How to and how not to describe things in the winter. Positive messaging from the media is key. Wintermission is about serving the community here.

Tried to bring as many different perspectives to the table as possible to talk about barriers for participation in winter sports. Working to help organizations make sure that information can easily direct them to resources for rental of equipment and trails.

This winter there will be new projects being piloted to hopefully move the needle of people using the out of doors and being active. Resource guides and signage along with Rx for Parks are great ways to get information to the community.

Being a healthy city year-round means we need to think about having a path cleared so people can get around, run, walk, utilize the city so people comfortable being outside all year long.

Sustainability is the ultimate goal. Would like to see an active community all year long. Would like to have programs implemented to help people utilize the city all year round.



Part of the reason for today’s presentation is to get Healthy Communities Action Teams talking about their role with Wintermission and how to improve social connectedness, mental health, and chronic disease.

Data from Wintermission will be shared with this group soon.

Wrasse and Wright asked individual tables to have discussions. Their answers to the following questions follow:

1. From your perspective (personal/professional) what organizations/events are doing a great job hosting activities during the winter (already). What lessons can be learned from this? Hat is going well?
  - Nicely maintained trails maintained.
  - Beaver Creek.
  - Light up Eau Claire (New Year’s Event)
2. What are gaps still missing on impacting public health? What can be improved and what still needs to be achieved?
  - Pedestrian accessibility. Sidewalk and street clearing are together. Sidewalks that are not being cleared is an issue.
  - Student neighborhoods – landlords not being responsible for clearing snow and relying on individual tenants to remove the snow.
  - Senior citizen – if don’t drive at night and there an event going after dark cannot attend unless it is within walking distance.
  - ECASD has 42% of their families qualifying for free or reduced lunches which means they would not have the finances available to purchase clothing/items need to participate in events.
3. What needs to change?
  - Media – change the language in to have a positive angle.
  - Utilize messaging to increase positive activities without a huge cost.

If you have any additional comments on the questions reviewed for Wintermission please e-mail them to HC

Wintermission has a Facebook page. This is the best place to see updates from the Team.

Build next Council agenda



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		If you have any ideas for the November agenda, let Schemenauer know.
Wrap-up & adjourn		
	Meeting adjourned at 9:00 AM	
Next meeting: November 13, 2019		

**Respectfully Submitted:**

**Joanie Klimek**