



Chronic Disease Prevention Action Team – Minutes

September 16th, 2019 • 8:30-10:00am • Room 302, Eau Claire City-County Health Department

Present: Eric Anderson (West Central WI Regional Planning Commission), JoAnna Bernklau (Marshfield Clinic), Audrey Boerner (Health Dept), Chad Duerkop (City of Eau Claire) Jamie Hoover (YMCA), Michael Jaeb (Americorp), Ned Noel (City of EC), Gina Schemenauer (Health Dept), Marilyn Skrivseth (CV Pickleball Assoc), Alyssa Streveler (Health Dept), Shari Tieman (HSHS), Brittany Wold (UWEC), Barb Powers (Community Member), TJ Atkins (Anthem BCBS), Darryll Farmer, Andrew (Group Health), Varsha Ramlakhan (WIC Intern), Maria Ricciardi (UWEC grad), Michelle (Community Table), Julia (Community Table)

1. Welcome & Updates - 15 mins

- a. Screen Time Workgroup
 - i. No updates at this time.
- b. Diabetes Prevention
 - i. Two diabetes prevention and management grants are active and a collaboration between Dunn, Chippewa, and Eau Claire counties. Good information from community focus groups, working to sort through that with the subject matter experts at the table.
- c. Miscellaneous
 - i. A grant received for McDonough Park improvements is helping to advance the pickleball presence in the community.
 - ii. Haunted Hustle and Turkey Trot are looking for participants and volunteers if you are interested!

2. RX for Parks (Goal 2, Obj. 2) – 60 mins

- a. Discuss RX for Parks Intro video
 - i. Keep it short to maintain attention with simple message of why it is important to use parks.
 - ii. Video could go on RxParks webpage (City Website) and the Healthy Community Facebook Page (which may require something even shorter). Group decided it makes sense to push the intro video out multiple times throughout the year. Should include #ECUattheparks in hopes that other people will follow and use it.
 - iii. Spokesperson/group in video to explain what it means to ECUatthepark, make it a phrase that is more recognizable.
 1. Miss Wisconsin will be at a Community Table event Nov 7th – could she be featured in a few photos in parks? Her platform is special populations.
 2. Other ideas if we go with a mascot/spokesperson:
 - a. Turkey Trot costume “Boomer” (Jamie), Blu (Brittany), other local mascots



- b. For continuity, a vinyl sash with the words ECUattheParks and Healthy Communities logo could be the unifying feature in their different appearances (donations from CDPAT members and or Parks budget may be able to pay for the sash -few hundred dollars at most)
 - c. Should come up with a consistent message for the “ask” of different mascots, and that should go along with the sash as different mascots so the message is consistent. Also could connect with Visit Eau Claire and use one of their swag items as connecting item between videos.
3. Could we create our own, freely accessible geocache at each park? (Brittany) This might be a better fit for the screentime workgroup.
- b. Break into three groups: families, unique parks and aging/disabled
 - i. Discuss photos for Facebook posts
 - ii. Discuss modes of communication/places to reach out to your group
 - iii. Draft a pitch for the entire “RX for parks” for your group (3-5 sentences)’

Families:

- iv. Discussed with Aging group – Jan will highlight Pinehurst, Dec will highlight Fairfax.
- v. Photos: January – Winter After Hours/sledding; March – Adult and Youth playground photo (take in 2018); June – Carson Playground, train, Paul Bunyan, or trails; October – Skatepark (Could Blu be featured to connect teens to local university/recruit?
 1. Consider a photo collage or multiple photos per post to highlight different amenities.
- vi. Message sharing:
 1. Facebook – sharing of ECHC post by agencies or personal pages, as appropriate
 2. Instagram (by individual’s agencies or personal pages)
 3. Courthouse TV monitors
 4. School Newsletters
 5. UWEC Department-specific social media pages
 6. Visit Eau Claire
- vii. Pitch: Our community parks a great asset to the community. There are 27 parks (## acres) in our community that include year-round activities like trails, skating, fishing, skiing, and playgrounds. Community agencies like health care, Parks and Rec, health department, YMCA, and many more community partners know that spending time in nature is the best prescription available to improve your health. So get outside and find a park that fits you!



Aging/Disabled Photos for FB post

- c. Fairfax: Darryl Farmer will check with Ski Striders for kids and older adults; see if Special Olympics is aware of any kids/adults with disability who ski; might be helpful to do a short video on “how to cross country ski –it’s so easy a 3 y/o or 83 y/o can do it” ; Fairfax provides a flat area to ski;
- d. Boyd:
- e. Riverview - Bird watching; there is an Osprey nest off of HWY 53; (Employers in the area include PESI, Dry Lock, Presto and Xcel) might be able to include them in video; also, local Audubon society;
- f. Putnam – work with Epilepsy and/or Autism organization; show kids with parents (SNAP) and note that Putnam Heights is available for all, not just kids with disabilities; possibly engage CDC using Putnam Heights)
- g. For a “ call to action” – direct community members to Lake Wissota State park for skiing;

Modes of Communication of /places to reach out to group:

- h. Senior Center
- i. SNAP (Special Needs for Adult Parents) group
- j. Special Needs for EC School District FB page
- k. ADRC newsletter
- l. Engage all Assisted Living facilities, i.e., Grace Lutheran Foundation
- m. Flier to go in with Meals on Wheels
- n. Active Nursing Homes
- o. Compass – meal service for Senior Homes
- p. Community Table newsletter
- q. Special Olympics
- r. UW-Stout, UW-EC and CVTC
- s. EC marathon

Pitch for “RX” for parks: (we thought it should address low cost, safe beginner friendly level activities, address any barriers to do the activity, and low stress)

Get Up- Get Out- Leave your Wallet at home;

3. Review CDPAT goals/strategies – 15 mins

- a. Promote Bike/Walk to School week (October). Share infographics of driver/pedestrian safety from WCWRPC, or other social media posts from schools, affiliated organizations.
- b. Group should continue to think if there is anything around healthy food (CDPAT Goal 1) that could be promoted as part of a next project.

Next Meeting: October 21st, 2019, 8:30 – 10:00 am, Room G302

All minutes and agendas are located at www.ehealthycommunities.org