



Steering Committee – Minutes

December 12, 2019 • 8:00 am-9:00 am • Room 302, Eau Claire City-County Health Department

Attendees: TJ Atkins (Anthem), JoAnna Bernklau (Marshfield Clinic), Emily Carlson (Community Member), Marquita Davis (Mayo Clinic), Cortney Draxler (Health Dept), Mark Gideonsen (Prevea), Abby Hinz (Health Dept), Jamie Hoover (YMCA), Michael Jaeb (Health Dept), Katie Pospishil (Marshfield Clinic), Gina Schemenauer (Health Dept)

Agenda Item	Discussion	Action/Follow up
Meeting called to order		
	Gideonsen called meeting to order at 8:05 a.m.	
Welcome and Updates		
	<p>Introductions of everyone present.</p> <ul style="list-style-type: none"> • Pospishil – Today will be her last Steering Committee meeting. Will no longer be the Co-Chair of OHPAT. Has accepted a new position as Co-Manager of Oral Surgery Associates in Altoona, North Menomonie, and Rice Lake. Once she gets settled in her new position, would like to become involved with OHPAT again. • Bernklau – There will be 8 Facts on Vaping billboards up in the Eau Claire/Chippewa area. Commercials will also be aired. Keep your eyes open for more info! • Bernklau – Last week installed hydroponic gardening units in various community organizations, ADRC, the hospital, and schools in Rusk County. Anything that is grown at a Marshfield Clinic site will be donated to an area food pantry/shelter. Hydroponic gardening is a system that produces vegetables without soil. All units were purchased from Fork Farms in Appleton. • Hoover – was the Race Director of the Turkey Trot on Thanksgiving Day. Had a great race even though the weather wasn't great with the snow that we got the night before. The community came together to help clear the route and the race ended up with a great turnout. • Draxler – Wintermission is working on getting a gear-share started (snowshoes/sleds/etc) to be rented out and used at area parks. • Jaeb – Worked with the WIC program at the Health Department to attend a Foster Care Event at Regis. there were quite a few families there with a lot of interest. • Atkins – Anthem will be offering a Weight Watchers (12 week) program benefit to members starting in January. • Atkins – Anthem will be getting 20 hydroponic boxes to be given to lower income schools throughout Wisconsin. • Gideonsen – Teenage son reports that vaping fad is slowing down in schools. 	



	<ul style="list-style-type: none"> • Davis – VSCO Girl – (scrunchy bracelet fad) is something to be mindful of. 	
<p>Social Media Policy</p>	<p>Davis – Social Media Process document reviewed and roles for Action Teams discussed. Two posts a month per action team seems to be the right amount. There may also be an occasional ‘get involved’ or posting of an event. Social media monitor will assist with sharing posts from other organizations that are connected to Healthy Communities.</p> <p>Discussion to include process on how Healthy Communities organizations could communicate with the Social Media Monitor to get information shared on the Healthy Communities Facebook page. Language for this will be included on the Social Media Process.</p> <p>Health Dept staff that are attending the Action Team meetings will act as “liaison” and resource person to make sure content is edited properly and gets to Social Media Monitor to post.</p> <p>Know your audience and connect with them in a resonance that they understand and relate to but still include an important message. Please be creative with your social media posts. You could do a ‘myth buster’ or ‘fact topic’ that connects with your audience.</p> <p>Talked about process to respond to Facebook comments on posts. It would mirror the same policy that the Health Dept follows- forwarding message to co-chairs and together putting a response forward. The Social Media Monitor role would assist with this process. Davis offered Mayo Clinic as a resource to offer suggestions if needed.</p> <p>Social Media Process recommendations will be brought to the January Council meeting for approval.</p> <p>Everyone was asked to ‘like’ the page when it is started in January.</p>	<p>ASK – Please ‘like’ the page and/or have your organization like and approve the page once we create the page in January.</p>
<p>Annual CHIP Review/Annual Report</p>	<p>CHIP – Currently working under the 2018-2021 CHIP. Annually, action team co-chairs review goals and objectives to see if our work is still aligning with our current goals/objectives. CHIP will be brought back to Steering Committee in February to see if all Action Teams are where they want to be or if there is anything that needs to be modified in this document in the future.</p>	<p>Co-Chairs to review the CHIP (and action plans) and provide feedback to Gina S/Sarah DP about their goals/objectives. CHIP will be put on action team agendas in January as a reminder about our goals.</p>



	<p>Annual Report – This document highlights all the great work that the Action Teams are doing. It also includes goals and objectives on each Team’s page. The Goal is to have the Annual Report brought to Council in March for approval. There will be a draft for review at the February Steering meeting.</p>	<p>Action teams will put annual report on their next meeting agenda and discuss which things they would like to highlight this year in the annual report. Michael will be coordinating the report with Co-Chairs this year.</p>
<p>Healthy Communities Celebration/Champion Award</p>		
	<p>The audience for the Celebration historically has been Action Team members and community members. The Celebration helps recruit new members to Action Teams. Celebration is typically held the 5th Thursday in April (April 30, 2020).</p> <p>In previous years, a smaller group met to set the agenda and plan the Celebration. Previous topics include:</p> <ul style="list-style-type: none"> • Poverty • Health Equity • Messaging • AODA <p>Topics that have percolating to the top: include:</p> <ul style="list-style-type: none"> • Policy/Advocacy • Systems/Collaborative Work (how to get collective impact) • Strategic Planning • Motivational Building/Motivational Interviewing <p>Group decided to come up with topics and email any leads to Gina.</p> <p>Champion Award – The purpose of the award is to recognize others that are doing good work in our community. We are hoping this will also get some new eyes looking at Healthy Communities.</p> <p>Discussion on whether to continue, change, or discontinue the process for nominations? It was decided to keep the nomination process and ask the Action Teams to nominate at least one individual and one organization. The nominations will also be promoted on the new Facebook account.</p> <p>Nomination form will be simplified to be more user-friendly and to encourage more submissions. This will be brought back to the February steering committee meeting.</p> <p>Nominee/winner notification process will be reworked and more clearly defined.</p>	<p>At the January Action Team meetings, everyone will be asked to see what they would like to see highlighted at the Celebration.</p> <p>Email any ideas of trainer names to Gina S.</p> <p>Steering committee will discuss logistics of award at February meeting.</p>



Set Council Agenda		
	<ul style="list-style-type: none"> • Community Connections (is expanding out of Marshfield Clinic and expanding out of Eau Claire). • Warming Shelter(s) • Social Media Process Approval • Celebration/Champion Award • CHIP/Annual Report Update 	Gina will explore warming shelter contact (would be good timing in January).
Action Team Sharing/ Discussion		
	There was not enough time for Action Team Sharing/Discussion.	
Adjourn		
	Meeting adjourned at 9:03 a.m.	
Next meeting: February 13, 2020, 8:00-9:00 a.m.		

Respectfully submitted:

Joanie Klimek