



## Council – Minutes

January 9, 2020 • 7:30 am-9:00 am • Room G034, Eau Claire County Courthouse

**Attendees:** Marlene Arntson (Historic Randall Park), TJ Atkins (Anthem), Laura Baalrud (HSHS), Kate Banchy (Spectrum Insurance), Trevor Begin (Community Connections Program), JoAnna Bernklau (Marshfield Clinic), Sara Carstens (Mayo), Cortney Draxler (Health Dept), Chad Duerkop (EC Parks & Rec), Mark Gideonsen (Prevea), Lieske Giese (Health Dept), Alison Harder (Alliance), Michael Jaeb (AmeriCorps), Mel Kantor (UW-EC), Jan Porath (United Way), Gina Schemenauer (Health Dept), Casey Schumacher (EC Chamber), Denise Wirth (Alliance), Tom Wirth (DHS)

**Meeting called to order at 7:33 AM by co-chair, Gideonsen.**

Agenda Item	Discussion	Action/Follow up
Welcome & Announcements		
	<p>Welcome and introductions of all present.</p> <p>Brief announcements:</p> <ul style="list-style-type: none"> <li>• Giese – there have been conversations with the State about looking to add vaping to the City of Eau Claire’s Clean Indoor Air Ordinance (tobacco ordinance). There may be some requests for support from Healthy Communities. If you are interested in helping to supporting this, please let Giese know.</li> <li>• Influenza is something that is in the community. If you haven’t got your flu shot yet, please do so.</li> <li>• T. Wirth – is part of a group of people working on a warming center. They will need volunteers to help staff the warming center once open. More to come on this.</li> <li>• Porath – 1/16/20 the community is invited to “Cracked Up”, a documentary that focuses on the misdiagnosis of the comedian on SNL and how ACES affected his life.</li> <li>• Porath – United Way doing Spirit Award end of March. Looking for someone who has done work to better the community. Everyone was invited to attend the event as well as send in nominations.</li> <li>• Schumacher – EC Chamber has an event coming, in partnership with Healthy Communities, to offer quarterly free worksite wellness sessions. The next 1 ½ hour session (Financial Health) will be at the Metropolis Conference Center. Primary audience is for employers talking about financial stress for their employees and what financial stress burden is. There are 62 people signed up.</li> <li>• Bernklau – Hopefully you have seen the anti-vaping billboards up around the area promoting the message</li> </ul>	



	<p>that vaping is bad for your health. There are also YouTube videos.</p> <ul style="list-style-type: none"> <li>• Guthman – UWEC will be launching courses getting ready for the spring session. 2020 is the Year of the Nurse. Hopefully getting messages out through UWEC to embrace the nurse and nurse degree. There will be more to come from UWEC on this. Stay tuned!</li> <li>• Kantor – Spring is 71 days away!</li> <li>• Draxler – Wintermission is a group of partners across the city of EC to increase park usage and decrease social isolation during the winter months. There is a new winter running route that goes across bike trails that are kept clear so people can stay active. There will be winter gear share at Pinehurst Park and LE Phillips Library available for rental (beginning today). There will be more to come on winter culture and opportunities for training (how to X country ski, how to snowshoe, etc) keep your eyes open.</li> </ul>	
<p>Warming Shelter</p>	<p>T. Wirth – Sojourner has a max capacity of 62 people. There is a group of people working on starting a warming center. Christ cathedral church is that site. It is run on all volunteers. If you are interested in volunteering, please let T. Wirth know, see him after today’s meeting and he will share more details with you.</p>	
<p>Annual Celebration Event – Training Ideas</p>	<p>Schemenauer – Every year we do an Annual Celebration. There are a few different components: a part about successes of Healthy Communities, awards, and a training component (such as storytelling, poverty, health equity, 27-9-3 elevator speech). We try to have a topic that can be used across all action teams. Tentatively setting celebration for Thursday, April 30<sup>th</sup>. Looking for some ideas. If you’ve heard a really good speaker or have a good idea on a topic area, please let Schemenauer know or e-mail Healthy Communities. Hoping to get the speaker secured very soon. Discussed the topics below.</p> <ul style="list-style-type: none"> <li>• Speak Your Peace – is a movement that has happened in Duluth/Superior and communities across the US. DHS has done some work with speakers. Eau Claire County will be doing some things with them. This is about how to interact and get voices at the table who really participate and engage. It is also about civility in our community. In society there isn’t a lot of dialog that is respectful and thoughtful. This is all inclusive. The examples they used were at a community level.</li> <li>• Opioid – ACES – racism – (T. Wirth had the name).</li> </ul>	
<p>Review and Approval of November minutes</p>		
	<p>November minutes reviewed.</p>	<p>ARNTSON/JAEB MOTIONED TO APPROVE THE NOVEMBER</p>



		MINUTES AS DISTRIBUTED. MOTION CARRIED.
Review agenda		
	Gideonsen reviewed today's agenda.	
CHIP/Annual Report		
	<p>Schemenauer – The Community Health Improvement Plan (CHIP) guides the work of all the Action Teams. This will end in 2021. This is an active, living document that is on the Healthy Communities website. There are action plans for each Action Team and has all the details that have all that have been happening since 2018. This is a good document to do a check-in to see if Action Teams are meeting their goals and objectives. The Action Teams have been going through their plans at their meetings to see if they are missing something. Currently the Action Teams have not had any updates or changes to their goals and objectives. The link for the CHIP is online @ <a href="https://ehealthycommunities.org/health-action-plan/">https://ehealthycommunities.org/health-action-plan/</a>.</p> <p>When the Action Teams do their review of goal/objectives, they are also looking at what they are really proud of (successes/projects) over the past year. This information will be captured in the 2019 Healthy Communities annual report).</p> <p>The 2019 Annual Report will be brought to the March Council meeting for approval.</p>	
Social Media Process		
	<p>Social Media is something that Action Teams and Council have been asking for some time. This helps make Healthy Communities more accessible/visible. Hope that this will create more interest in Healthy Communities.</p> <p>The Social Media Process has gone to the Action Teams co-chairs. Currently in the process of prepping a Facebook page. Right now posts are being posted on the Health Department page. Starting in January, posts generated through Healthy Communities will be on our own Healthy Communities Facebook page.</p> <p>The Social Media Process document will help keep messaging consistent. Different roles have been developed for the process. The Health Dept will provide support in posting and ensuring everything gets moved through the Action Teams. Action teams and co-chairs will develop content for the posts.</p> <p>The goal is for each Action Team to have two posts per month.</p>	<p>ASK – Help spread the word on our new Facebook page and getting 'likes'.</p>



	<p>BANCHY/PORATH/PREVEA RESIDENT MOTIONED TO APPROVE THE SOCIAL MEDIA PROCESS. DOCUMENT APPROVED AS PRESENTED</p>	
<p>Presentation – Community Connections Program</p>		
<p>Trevor Begin</p>	<p>Community Connections follows an evidence-based process. A grant was awarded Jan. 2018. Grant was for \$1 Million over 5 years through the Wisconsin Partnership Program. People are screened for unmet needs to improve health. Volunteers are engaged to refer clients to community resources. Client’s needs are prioritized, and continued follow-up is done until needs are met. The goal is to enhance the program in 2020 by connecting with the ACE Team to help connect the dots with the work that Community Connections is doing. This system really does impact health. A questionnaire is filled out upon screening. MA/nursing staff typically do the assessment. Most of the follow-up is done via phone calls, although face to face appointments are available Mon-Fri 8:00 a.m. to 5:00 p.m. A community screener has been established.</p> <p>Program Goals include:</p> <ul style="list-style-type: none"> <li>• Empower Communities: (Chippewa Valley, Marshfield, a third expansion location has been identified). Have advisory committees to help provide feedback on the program. Working toward a more diverse group. Maintain consistent attendance and how the group can be effective has been a challenge. Each group has met 4 to 5 times. The program doesn’t just see Marshfield Clinic patients. There is the capacity to see anybody in the community.</li> <li>• Development of Future Professional workforce: Program is mainly run by volunteers. Program has 3 FTEs with very little overhead. Working on affiliation group with Rice Lake/Barren County. Curricular development (Majors and Minors) is a component of this by bringing back together a campus partner group.</li> <li>• Demonstrate Impact: have 2 data sets: REDCap and Marshfield Clinic Research Institute. These help show outcomes/successes/reasons for no success. Looking at how to use data and demographic to be more impactful. As data continues to grow, looking at more ways to share and disseminate the information. Working with the Research Foundation to look at specific health measures and innovative ways to get clients to and from medical appointments.</li> <li>• Expand Reach: in years 2 and 3 of grant are committed to really engaging Steering Committees. There has</li> </ul>	



	<p>been much success at the Marshfield Clinic dental centers. A map has been developed looking at counties that have the top needs. Top 3 counties are: Rusk, Barron, and Clark. Barron County will be the next expansion area.</p> <p>Looking at a standardized screening tool. Other departments within the health system have some type of assessment. Don't want to duplicate service. One screening process will decrease duplicates. There is a team looking at evidence-based screening tools.</p> <p>Will be moving forward with a new software platform this year.</p> <p>In 2019 2,600 referrals were made for 1,200 people. . Just under 300 of these referrals of those 1,200 were a success so work does need to be done in this area. Always looking at innovative ways to meet the patient's needs while trying to be mindful. Patient referral success is defined as whether or not needs have been met. Seeing a lot of ER/Urgent Care needs. Oncology has not been looked at yet, may expand into that area as well. Volunteers are trained on how to operate 211 and have a direct line and wonderful partnership. There are different levels of partnership. Still working on the most effective way of functioning would be. Conversations on streamlining resource guides are taking place in our community.</p> <p>It's important to know that CCP wants to be a partner and help with resource/info. CCP is committed to look at opportunities for growth and to be more transparent.</p>	
<b>Action Team Focus Areas</b>		
<p>Chronic Disease Prevention</p>	<p>Bernklau – The last meeting of this Action Team was in October. Since the, there has been a small group meeting on the Rx for Parks project. At the very end of launching this project. An intro-video has been created to highlight the project to generate interest. Project should be ready to launch soon.</p> <p>Gearing up to discuss Social Connectedness Screen-Free Week which happens nationally in May. The goal is to have Action Teams be the movers and shakers and have a joint effort in this program. This Action Team is set to meet next week.</p>	
<p>Healthy Relationship</p>	<p>Schemenauer – This group will be partnering with the Health Dept, Family Support Center, Bolton, and many others around sexual violence prevention with new grant funding. Safe Dates Program will continue in the schools</p>	



	<p>which has information on how to help youth have healthy relationships. Funding will allow for more policy work. This Action Team will be engaging new stakeholders and ramping up the team in the coming month. January is Stalking Month. February is Teen Violence Awareness Month. The action team will be promoting messages around these topics.</p> <p>This Action Team will be working with area libraries. There is a group (Monga Club – Japanese comics video group) that meets. There are a lot of themes that relate to sexual violence. There will be book talk conversations and displays in libraries and continued work in the schools.</p>	
Alliance	<p>D. Wirth – Looking at sustainability to continue the prevention work that this group is doing. Will be having a meeting tomorrow with health care providers and schools to see what might work as far as funding and the work that can continue with alcohol and substance abuse in our youth. Alison Harder has recently been hired to work with the Alliance.</p> <p>Currently vaping is a huge issue. Schools need policies and our community needs to be hit from all ends. Working on a media campaign which will feature local celebrities reaching out to parents, school communities, school staff, and kids on the vaping issues and how harmful it is. SADD kids will also be involved.</p> <p>Things have been happening in our community that kids have had to go to the ER. Met with school personnel to talk about a plan. Media campaign that is being planned will bring awareness and education to the community. SADD kids will be involved.</p> <p>At a Federal level, tobacco cannot be sold to anyone under the age of 21. Wisconsin is still working through the details on messaging for this. There are good cessation resources. How to get the messages out on what resources are available to ages 18-21 is being discussed. Informational sessions with retailers also needs to happen.</p>	ASK – Any ideas/money that you would like to put forth for Alliance work, please let D. Wirth/Harder know.
High Risk Drinking Prevention	<p>Draxler – This group did not meet in Jan. The last meeting was in early Dec. Looking at logical policies and ordinances to decrease high risk drinking. Working on topics that promote healthy/safe drinking. If you have any ideas how to change/adjust how the Action Team talks about this to clarify what they are trying to do in the community to be more approachable.</p>	



Oral Health Promotion	Atkins – This group has not met since the last poster contest ended. Did receive three entrants. Looking at how to bolster the poster contest. Will be looking at activities for next month as February is Children’s Oral Health Month. Will be meeting again the end of January. This Action Team is also looking for a new co-chair.	
Mental Health	Atkins – This group spent time at their last meeting looking at goals and objectives from 2019. There is still work to be done. Will be adding activities to the objectives. Did get the green light from the Farmer’s Market to do the Flash mob on the opening day of the farmer’s market. Will be moving forward with the Flash Mob Contest. Information will be coming out in February on this. Contest will be open to everyone in Eau Claire County.	
Build next Council agenda		
	<ul style="list-style-type: none"> <li>Banchy – Disability programs at Trinity Equestrian Center. Not just for disabled but for veterans. Maybe invite them to come and talk about their program. Amazing things are being done with equine therapy.</li> <li>Keep in mind the annual celebration topic. Let us know if you have any ideas on this.</li> </ul>	If you have any ideas for the March agenda, email <a href="mailto:HealthyCommunities">Healthy Communities</a> .
Wrap-up & adjourn		
	Meeting adjourned at 8:59 AM	
Next meeting: March 12, 2020		

**Respectfully Submitted:**

**Joanie Klimek**