

Council – Minutes

March 12, 2020 • 7:30 am-9:00 am • Room G034, Eau Claire County Courthouse

Attendees: Cortney Draxler (Health Dept), Mark Gideonsen (Prevea), Alison Harder (Alliance), Michael Jaeb (AmeriCorps), Gina Schemenauer (Health Dept), Tom Wirth (Dept Human Services), Emily Carlson , Pamela Guthman (UW-EC), Lynn Buske , Dustin Crow Whittier Rosas (JONAH), Katie Wilson(Health Dept), Marleen Arntson (Historic Randall Park Accoc.), Casey Schumacher (EC Chamber), Marguita Davis (Mayo), Kate Banchy (Spectrum Ins), Mel Kantor (UW-EC)

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"> Schemenauer – Handout on the Coronavirus (COVID-19) updated info on the Health Department website is ongoing. Klimek – last HC meeting, taking on a new role with the Health Dept, Tynnismaa is replacement for her role with Healthy Communities. Bernklau – has had a strong AmeriCorps program for the past several years. They are now accepting applications for three programs - Volunteer Wisconsin and After School program. The RecoveryCorps was limited to a few areas in the north, but it will now be expanding through most of the state. Recovery Advocate looks at education on recovery, treatment, and prevention. This is an exciting change and modification to the program. There will be a two hour training in Marshfield the end of March. T Wirth – was brought up at an AT meeting last week, Celebration is being held in Altoona is interesting and may be questioned. Gideonsen relayed that that Healthy Communities is a county-wide coalition and we have many partners throughout the county. 	<p>LINK TO THE EMAIL BERNKLAU SENT</p> <p>Handout Host Site Apps (AFS&VOL) From Marshfield Clinic</p> <p>Email regarding Americorps programs from Marshfield Clinic</p>
Social Media-Healthy Communities Facebook page	<ul style="list-style-type: none"> Facebook is out there and is live and has several likes, posts and shares 	
Council Co-Chair Position	Gideonson has agreed to stay on for another term as co-chair if there is no one else steps forward – added challengers to the incumbent are encouraged. – Voting will be held at the next Council meeting in May.	
Annual Survey	A small group of Davis, Jaeb and Kensmoe are working on modifying the Annual Survey which will be coming out soon. This will be sent to the Steering Committee shortly.	



County Health Rankings	<ul style="list-style-type: none"> Discussion will be had at the next Council meeting. 	
Healthy Communities Celebration and Award		
	<p>Annual celebration Save the Dates have gone out this week. It will be held at the River Prairie Center in Altoona. The official invites will be coming out in the next couple of weeks.</p> <p>Please go consider nomination individuals and organizations for the awards.</p>	
Review and Approval of January minutes		
	January minutes reviewed.	Banchy/Wilson MOTIONED TO APPROVE THE January MINUTES AS DISTRIBUTED. MOTION CARRIED
Review Agenda		
	Gideonsen reviewed today's agenda.	
Annual Report review/approval		
	<p>Gideonsen – asked everyone to review the Annual Report</p> <p>Wilson – HRDPAT second bullet point for HDRPAT need to be singular - Intoxication</p>	Kantor/Banchy MOTIONED TO APPROVE THE 2019 ANNUAL REPORT WITH EDITS TO THE HDRPAT. MOTION CARRIED
Presentation – Working with media to move forward change		
Julian Emerson	<p>Davis introduced Emerson who is a journalist at Up North News. He came today to talk about how to work with media on forward change.</p> <ul style="list-style-type: none"> Giese contacted Emerson to talk about ways we can get positive message out to the masses. How do you get your important messages out to the public? The last 24 years how people get their information has changed – medium has changed from paper to electronic Not as much on paper anymore, but through electronic media, social media: such as FB, Twitter and Instagram Highlight tricks to effectively get your message out there, communication with the local media: <ol style="list-style-type: none"> Starts with a relationship – You don't want to reply simply on just the press releases. Build relationships with the media so they will now when things are happening. Meet with them periodically to be more proactive The media will give more coverage to the folks they have a better relationship with, keeping you on their radar. 	



	<p>3. Once you think you have a good topic story – have discussions on what these are and how to share.</p> <p>4. Ask the question: how can you help the media – sharing links with your story are helpful to the press and contact listed so they know where to go right away.</p> <p>5. They need statistics, relevant information, people who may be affected by the situation and are willing to talk to the press. This will enable the writer to connect the reader, the person being affected.</p> <p>6. Relevant media – make sure media and the topic are a good match. Knowing the report and what they are good at could help express and get your story out to the correct audience.</p> <p>7. If you send out the press release you control what is being put out there – don't be afraid to send things out, could be a filler that was unexpected.</p> <p>8. Keep it simple when conveying your topic – keep the message short and informational.</p> <p>9. Make use of social media – error on the side of overusing it.</p> <p>10. Three Pronged Approach – facts-statistics-affected people. Emerson shared examples of stories where a multi-faceted approach of facts/statistics/effective people that have been very good. they include:</p> <ul style="list-style-type: none">Alice study, work on health rankingHomelessnessDrunk drivingAffordable housingCoronavirus <ul style="list-style-type: none">• Long term strategies – maintain and develop relationships – organize a meeting with editorial groups and reporter, editorial group, television – periodically – follow up the press release with a phone call• Do a preview of the event – co-sponsor a community event• Possibly do a monthly news/press release for community awareness – 12 important topics• Market yourself don't underestimate the power of that• Collaborate with a few key groups that you can share with – share and tag on social media – spread the work through “all” the networks• Eau Claire wants to be engaged and will show up for events if they “know” about it. Bring more organizations in loop.	
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	<p>Questions</p> <p>Wilson - Providing solutions – always say the extra, don't worry about offending the reporter, they may not be the expert on the topic – so you need to be the expert and give as much information on the topic as you CAN, don't hold back. They can always use the guidance on a topic. They will discard what they don't need.</p> <p>HC struggles with awareness of what we are and who we are. "How do you stand out?" maybe taking a different approach, messaging more, use social media more, what is your strengths and message that more, message effectively, stand out by doing more in the community, market your message.</p> <p>-Topic sounds "boring" – how do we "fix" the stigma? Frame the story for the reporter. Sell your story to beat out the other "stories" of that particular day. Make the personal connection, use the relationships you built. Pitch the story. Now a days you have to sell the story to the news media. For a reporter it needs to be an issue (make sure they know it is an issue) have a solution. Explain how to mitigate a touchy story – prevention vs reaction</p> <p>Social and emotional reactions – health impact – It's not that media does not "think about the impact" but there is a lot of discussion about the impact to the viewers.</p> <p>How does the electronic device change trend – write a quick hitter and then link to the longer story, try and do a follow up with more in-depth solutions. Support your local paper, it may be the only place that you will find the in-depth information and statistics. For example, the "Chippewa Valley Post" has a small staff and little funding so they do good work to stay relevant and stay funded.</p>	
Action Team Focus Areas		
Chronic Disease Prevention	Bernklau - We are working on a screen free week May 4-10. Hoping to have all the ATs come together and promote. Please let the team know of things happening in the area that we could promote individuals putting away the screens and possibly attending an event in the area instead.	ASK – If you know of an event that happing the week of May 4 th , please e-mail Healthy Communities we will help promote it.
Healthy Relationship	Carlson – AT received their grant, had first meeting with partners, need to determine plan of action. Are looking for ideas on how to engage more from the men/boy groups in community- Coaching Men into Boys program, trying to find champions in the community.	ASK: If you know any mens/boys groups that could be engaged into helping with echoing this work, or if you know someone who would be interested in championing this program please let us know
High Risk Drinking	Wilson – growing our membership and using the media strategies – municipal inventory on the gaps in our laws	



	and policies. Wanting to collaborate with director group to determine where there are gaps and could possibly be changes.	
Oral Health Promotion	Dillivan-Pospisil - Currently looking at engaging no members and co-chairs. Want to make sure there is still a concern in our area on this topic. If you know of anyone, please share.	ASK: If you know anyone interested in oral health promotion activities, send them our way
Mental Health	Atkins – Working in the Flash Mob contest. Judging will be held at their next meeting April 1. Entries are due by the end of March. Mental Health Matters score cards handout – the ask is to figure out how to share with pediatricians and other providers.	ASK: Mental Health Matters would like help sharing this information with providers
Alliance	Harder – Vaping media campaign to educate adults in the area – looking for parent and/or student willing to talk about how the use has affected them on camera for this campaign.	Please contact Harder with willing individual’s information. Alison.harder@co.eau-claire.wi.us
Build next Council agenda		
	<ul style="list-style-type: none"> • Population of Health Management, increase admissions on pediatric asthma patients • Lessons from the Blue Zone, maybe a 2021 presenter for celebration • . 	If you have any ideas for the May agenda, email Healthy Communities .
	Meeting adjourned at 9:00 AM	
Next meeting: May 14, 2020		

Respectfully Submitted:

Cathi Tynismaa