



Chronic Disease Prevention Action Team –Minutes

February 17th, 2020 • 8:30-10:00am • Room 302, Eau Claire City-County Health Department

Attendance: Jamie Hoover - YMCA, JoAnna Bernklau – Marshfield Clinic, Audrey Boerner – Health Dept, Eric Anderson – Western WI Regional Planning Commission, Janessa VandenBerge – Health Dept, Leah Ness – City of Eau Claire Engineering, Jeannie Pittenger – HSHS Sacred Heart, Darryll Farmer – Community member, Chad Duerkop – Parks & Rec, Natalia Repecki – Marshfield Community Connections, Jennifer – Winona State RN/BSN program; Osseo ED, Kelsie – Osseo ED,

1. Welcome & Updates – 15- min

- a. Icebreaker Question: What’s the weirdest food you’ve ever eaten?
- b. YMCA Diabetes management program has been recognized by the CDC
- c. City’s Capital Improvement Projects are going before City Council. Extra time will be dedicated to discussing ped/bike access and crossing at Water St. and 1st Ave.
- d. There have been lots of users of the city sledding and ice skating parks; Safe Routes to Park Plan is nearly complete! Eric will share when the document is complete.
- e. Transportation Alternatives Program federal grant application has been submitted for a Safe Routes to School coordination for Eau Claire/Chippewa/Osseo school district
- f. Marshfield will be purchasing 15 hydroponic gardening units between Chippewa and Barron Counties.

2. Social Media Update – 15 min

- a. Ask for volunteer to take Boyd Park picture – ice skating
 - i. Chad will take a photo and submit to the co-chairs for our RxParks Facebook
- b. Ask for volunteer to take Fairfax Park picture – cross country skiing
 - i. Chad will take a photo and submit to the co-chairs for our RxParks Facebook
- c. Next up: Healthy Communities Action Teams are working to highlighting members of different action teams to spread the word on social media and say “thank you”. Spotlights will start with CDPAT members. Please let Jamie or JoAnna know if you’d like to volunteer first.
- d. The Map of Play that the RxParks subgroup has been working on is in the works by Chippewa Valley Family web developers. They are looking for a little additional funding to get that work done.

3. Screen-Free Week Discussion – 60 mins

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



- a. Discuss timeline
 - i. February- brainstorm ideas
 - 1. Who would we like to reach out to?
 - ii. March – make connections/finalize plans
 - 1. Toolkit available on www.screenfree.org
 - iii. April – promote
 - 1. If possible, have a screening of *Screenagers: Next Chapter* prior to Screen-free week (10 screenings will be held throughout Marshfield system area). Consider having a pre-screening for school boards, principals, etc. Or, just get the link to the trailer to these groups.
 - iv. May 4-10: Screen-free week

Thanks to Natalia for bringing this suggestion forward to the group! Smart phones and tablets have been available for less than 15 years, but they have totally changed how some of our kids relate. Have noticed through studies that kids that spend more time on screen and gaming have been increasingly diagnosed with anxiety and depression, and addiction to gaming. *Screenagers* is a movie that highlights what kids are going through and ideas for parents about how to decrease screen time. *Celling your Soul* is another movie that is geared toward high school students. Children’s brains are developing until age 26, and heavy screen time can alter brain matter. May 21st – there will be a speaker in town sponsored by Mayo and NAMI.

- b. Discuss scope
 - i. Coupon “card”, punch card and drawing, etc.
 - 1. Could there be connections with local businesses, donations from local businesses? Which local orgs would be the best to connect with for Screen-free Week programming.
 - 2. Is there someone who could offer a parent education opportunity about the dangers of screens – perhaps this could happen at the library?
- c. Develop list of activities to promote



- i. Look for daily discounts that we could just promote, rather than a new short-time promotion, so that there is some sustainability for families to have ideas of regularly-occurring screen-free opportunities
 - 1. Bowling
 - 2. Restaurant discounts
 - 3. RxParks
 - 4. Ice Skating
 - 5. International Kubb Day – May 5th; maybe free Kubb sets could be donated as part of the punch card drawing (Eric)
 - 6. Bike/Ped Advisory committee plan a bike ride? (Leah)
- d. Develop list of organizations to partner with/connections
 - i. Talk with Chamber of Commerce to coordinate opportunities from business
 - ii. Could the issues with screen time discussed in the middle school/high school health classes, if they aren't already?
 - iii. Try to get someone from the ECASC to be a member of CDPAT. Schools come up often in our work (food, screen time, physical activity, etc.)
 - iv. SADD groups in school through Alliance through Substance Abuse Prevention
 - v. Have schools promote not using phones in the hallways between classes for the screen free week.

Next Meeting: March 16, 2019, 8:30 – 10:00 am, Room G302



Chronic Disease Prevention Action Team

2018-2021 Goals, Objectives, and Data Indicators

2018-2021 Goals & Objectives

Goal 1: Increase Eau Claire County residents' access to healthy foods and beverages through education, outreach, collaboration, and policy.

Obj. 1: By 2020, implement at least three strategies to increase community access to healthy foods and beverages

Obj. 2: By 2021, complete at least two collaborative efforts with Eau Claire Healthy Communities Action Teams and other organization to increase education, outreach, and/or policies that provide access to healthy foods and beverages.

Goal 2: Increase physical activity of Eau Claire County residents through education, outreach, collaboration, and policy.

Obj. 1: By 2021, support, expand, or implement three initiatives or policies designed to engage, improve, and strengthen community connectedness, and/or improve physical environments.

Obj. 2: By 2021, complete at least two collaborative efforts with Eau Claire Healthy Communities Action Teams and other organizations to increase education, outreach, and/or policies that encourage screen time reduction and increase physical activity.

2018-2021 Data Indicators

Indicator	Eau Claire County	Wisconsin
Food environment index	7.9	8.8
Percent of adults (20+) with body mass index of 30 or greater	28%	31%
Obesity occurrence in WIC-enrolled children 2 to 5 years old	13%	15%
Percent of high school students who played video games or used a computer for non-school purposes for 3 or more hours per day	39%	40%