



Chronic Disease Prevention Action Team –Minutes

October 21st, 2019 • 8:30-10:00am • Room 302, Eau Claire City-County Health Department

Joanna Bernklau (Marshfield), Jamie Hoover (YMCA), Gina Schemenauer (Health Dept), Alyssa Streveler (Health Dept), Wendy Payson (Mayo), Laurie Pettis (YMCA), Brittany Wold (UWEC), Kristi Herberanson (YMCA), Darryll Farmer (Community), Audrey Boerner (Health Dept), Becca (Nursing Student), Katie (Nursing Student), Julie Moffat (Nursing Student), Andrew Fefer (GHC), Eric Anderson (WCWRPC), Chad Duerkop (Parks & Rec)

1. **Welcome & Updates** - 10 mins
2. **RX for Parks Discussion** – 40 mins
 - a. Chippewa Valley Family map update
 - i. affiliated publication with Volume One. They already have an online map of parks in the City of Eau Claire that can be filtered by park amenity. The map was launched after EC was recognized as a Play City USA. This is a good time to transition that brand to Healthy Communities/CDPAT.
 - ii. Some ideas of how to modify: New brand/logo, change any of the existing filters (accessible parks, etc.). CV Family web developer would make the updates. Would also add the Rx Parks page info into each park page.
 - iii. Next steps:
 1. Quality control check – does the map data reflect the same data that's on the Rx Park pages.
 2. Determine to which page we want to drive the traffic to – CV Family or City of Eau Claire. How are we measuring success of the project? Group decided to put the Rx PDF on each of the CV Family park pages. Try to track traffic on the CV Family pages, ask for updates on a monthly basis. Link on CF Family page can go back to the City's Rx Park Pages.
 3. Social Media – We can post from ECHC page, but try to guarantee a share of the post by CV Family – which has a much higher group of followers.



4. Branding – remove “Playground finder” for “Park feature finder”.
Add “RxParks – prescription to live life better...for ages 1 to 100”, add ECHC logo. Use a one-line description of Rx Parks on the banner. Remove “map of play”, indicate this is for all ages, abilities. Add “physical, social, nutritional, Psychological” icons near the top to education folks on how their health can be improved through interacting with parks. Add the icons from the Rx Parks pages (Scenic views, fishing) etc. to the filters as well. Update to ECHC logo colors, include ECHC web or social media link. Include RxParks #ECUattheparks. Instead of “Show all types of parks” change to “Park Features”. Purple button change to “apply filter”. YMCA, Children’s Museum, School playgrounds can stay among the options, even though they don’t have the Rx PDF. Remove “park Fees” among the filter options. Encourage larger font size for filter text. Regarding filters: ask CV Family if they have analytics on the filters that have been used; then update the filter list with only those features mentioned on the PDFs.
Consider adding filters to represent “aging-friendly” or similar.

b. Identify person responsible for picture

- i. Families group: Pinehurst: Audrey will see if City has Winter after hours photo, otherwise use Brittany’s photo of sledding kids.
- ii. Lakeshore: Audrey will take photo
- iii. Owen: Alyssa (will take in spring)
- iv. Carson Park: Late spring/early summer

c. Finalize pitch

- i. Families group: Our community parks a great asset to the community. There are 27 parks (over 1500 acres) in our community that include year-round activities like trails, skating, fishing, skiing, and playgrounds. Spending time in nature is the best prescription available to improve your health. Get outside and find a park that fits you!

d. Who has connections?

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



3. Wintermission Follow-up – 40 mins

- a. From your perspective (personal/professional) what organizations/events are doing a great job hosting activities during the winter in EC (already)?
 - i. What is going well?
 1. Eau Claire Ski Striders – teach kids and adults x-country ski
 2. Parks partnership with Flying Eagles – offer classes to promote and recruit ski jumping
 3. Outdoor More – increase quality of amenities in Pinehurst Park.
 4. Parks & Rec will be doing some sort of winter programming – Chad still developing this.
 - ii. What lessons can be learned from this/suggestions for improvements?

4. Discuss Nov/Dec meetings- 5 mins

- a. Co-chairs have been discussing combining the meetings for these two months. A meeting on Dec 2nd from 8:30 to 10 am would replace both the regularly scheduled Nov and December meetings. Group agreed that this would be more convenient.

Next Meeting: November 18th, 2019, 8:30 – 10:00 am, Room G302



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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%