



Richland FIT Steering Committee Minutes

Date: Thursday, September 1st noon to 1:30 pm

Location: Richland County Health and Human Services Building

Co-Chairs: Cindy Chicker, The Richland Hospital and Chelsea Wunnicke, UW Extension

Members present: Jarred Burke, Richland School District Administrator; Monica Maronich, Richland Medical Center; Marcia Carlson, RD The Richland Hospital (Ty Mulholland); Denise Lins, Symons Recreational Complex; Kay Cunningham, RN.

Absent: Neil Bard, MD, UW Academic Partner; Danielle Sander, RD, UW Extension; Sheri Scott, Evaluation Consultant; Marianne Stanek, RCHHS fiscal agent

Agenda

1. Opening-Cindy Chicker

Cindy opened the meeting. Everyone knows one another.

2. Approve meeting minutes-Cindy Chicker

Motion made by Chelsea to approve. Kay C. 2nd. Betsy suggested the group move into the review of the budget and Point of Purchase campaign since Jarred Burke had not arrived and call to HWLI staff will happen at 12:45. Agenda was rearranged.

3. UW Partnership Program fiscal report-Betsy Roesler, Health and Wellness Coordinator, RCHHS

Betsy presented the budget. (attachment). Betsy described a proposal integrating the POP campaign with the 2nd annual Ugly Sweater event to be held on Saturday, December 3rd. RC Parks and Symons are willing to sponsor the event again. (Jarred Burke arrived). Discussion regarding Ugly Sweater event took place. The following ideas were presented: retail (grocery stores, concessions stands and restaurants) assessment results conducted in October and November could be on display while people are arriving at the finish line. A healthy meal could be served to extend the event and promote healthy eating habits. Jarred will check whether the high school would be

available at the proposed date. Jarred offered the school district food service to cater the healthy meal. Upfront costs could be covered by revenue from 2015. The route would begin at Symons and end at the high school and would be farther than last year Marcia is willing to “Map It!” (2 mile route to the high school-thank you, Marcia, for looking this up). Steering committee liked the idea of integrating the Ugly Sweater fun run/walk with POP campaign efforts. Event will be advertised in the Parks and Recreation fall activity guide.

4. 2016-17 Point of Purchase campaign proposed Action Plan-Chelsea Wunnicke

Chelsea W. reviewed components of the Point of Purchase Action Plan. (attachment & PPT). Steering committee especially liked the “Kids Live Well” campaign ongoing in Winnebago County utilizing coupons to direct people to certain menu items in the stores. Marcia suggested providing volunteers with talking points when approaching retailers. Chelsea explained that the development of instructional materials will take place through POP leadership prior to the September training. Betsy asked the group if there are others in the community who should be included in the work group. Cindy suggested keeping the group small in order to successfully facilitate implementation of the campaign. Marcia had to leave early to attend another meeting.

5. Healthy WI Leadership Program-Stephanie Richards, HWLI of UW Partnership Program

Stephanie Richards, UW Partnership Program staff attended the meeting via teleconference. Steering committee members introduced themselves. Stephanie congratulated the committee for Richland FIT’s acceptance into the Community Teams Program for 2016-17. She then provided an overview of the program in the 11th year. An orientation webinar will soon be available to team members. Site visits will occur this fall (1 of 3 for the year) and three workshops will provide learning opportunities during the year. The focus of the program will be addressing root causes of community health problems through the concepts of collaborative leadership. The program is asset based. The curriculum is a well developed and rich. Communications training will be included. There will opportunities to learn from other communities as well as plenty of time to interact as a team. (peer learning and sharing). The following community coalitions are in the program for 2016-17: Cashton, SW WI Food Security, WI Breastfeeding coalition, Chippewa Valley coalition, Healthy Rock County, and Richland FIT. Stephanie noted that coalitions are in various stages of development. Richland FIT will have plenty of time during the workshops to work together as a team at their own stage of development.

6. Coalition vision results and priorities-Jarred Burke and all

Jarred presented the results of the last two coalition meetings when he facilitated a goal setting and naming priorities discussion (attachment). He suggested that a discussion of the results could happen as part of the HWLI process happening soon through the Community Teams Program. Meeting dates and times of the Steering Committee and Coalition were discussed. It was determined the coalition would meet in October to discuss plans for the Ugly Sweater and review results of the visioning work held this past summer. Monica suggested that dates for both meetings should be scheduled a year in advance.

7. Other-

The group offered congratulations to Kay Cunningham as she retires from HHS after 42 years of service to the county as a Public Health nurse. Her last day will be August 26th. She will be missed. Thanks and applause all around to Kay.

8. Adjourn