

## **Richland FIT Steering Committee Agenda**

**November 4<sup>th</sup>, 2015 11:30 – 2:00pm**

**UW Extension, Room 713, 1000 Hwy 14 West**

**Present: Chelsea Wunnicke, Danielle Sanders, Cindy Chicker, Denise Hanold, Betsy Roesler, Kristine Lockwood, Henk Newenhouse, Mallory Bender, Ty Mulholland, Kay Cunningham, Sheri Scott, Danielle Koepke**

1) Richland FIT's Background – Sheri (15-20 minutes)

- FIT's mission and vision

4-5 yrs ago, looked at what the health issues were in Richland County. #1: Overweight – all ages. Met with a small group from public health, Symons, medical center. Went for and received a planning grant. Didn't support a full-time staff person. Policy and systems was the main goal. Used a photovoice project, which gave incredible documentation and discussions. Affordable Care Act came in and huge pots of money came in through transformation grants. Were awarded the 3 year partner project (able to fund someone full time).

- Coalition intended to exceed grant?

- How was the structure determined?

Coalition started here. Reached out to more partners with money. Academic partner was required = Dr. Bard and Extension (Chelsea). Allowed for diverse partners. Looked at 4 overarching goals.

- Hand out: Logic Model

Explanation of logic model and thought behind it. Relevant areas right now: medium and long term results. Successes: Schools doing F2S (School gardens, purchasing of local food, education in schools) EBT process (thanks to Food Co op), Richland Center community garden (no expansion outside RC); FFL (very strong and successful), Grocery stores are doing HOM and little promotion, School passing policy (let go because of federal regulation; youth group unsuccessful)

Physical activity – Pine River, Meet ups, Safe Route to school grant procured, joint-use agreements in (including Cazenovia)

Policy push is huge, but we need to match it with education so people take advantage of the joint-use agreements.

Successes: FFL is positive and making change; Broadening scope of people in coalition (and the changing of people); Community garden; F2S; Photovoice (suggestion to repeat); EBT; email Newsletters; general visibility of FIT; Meet ups (people have taken on another realm of activity with the Pine River projects); Pine River trails has great relationships with outlying schools to potentially broaden and expand/sustain F2S program; jams (when/if they're still going – sheri time to do a follow up to engrain it in the culture)

Idea from Henk: sidewalks in Richland Center about ¾ of sidewalks downtown were repaired by July 2015? or could FIT go to city council and state that we would like the city to live up to the promise of repairing the sidewalks and charge the owners for not repairing them; presence there might inspire them to follow through on that

2) Coalition (60-90 minutes)

- Steering Committee & Coalition – Sheri
- Coalition Questions (PowerPoint) – Chelsea

What do you think about your contribution?

Vote: A -9    B-0    C-5    D-6    E-9

Danielle (ext) noted that community partners that aren't here (would choose B).

Danielle K noted that she has seen that tasks are not followed through on. Chelsea noted the specific example of community gardens. Really great start but then the end tasks didn't happen.

Danielle noted maybe relationships not as strong b/c new person (Danielle not Dana). Sheri noted that time availability ebbs and flows so how to communicate that. Chelsea talks about making the tasks part of your regular work, such as grocery tours. Ty noted the changes that delay her work in the community, e.g., Gunderson 500, then Burnstads change, then Ed's , then void in staffing. BUT now hospital has more dieticians and Gordy has expressed interest and will start a sampling program.

Need to focus on things that are really priority and find leader for that action. But Cindy expressed concern that it can't be only one person or one organization.

Betsy suggested doing a capacity resource book to see what is currently being done and who needs to be at the table.

Cindy would like to see the county continue to have a primary staff to help move things along. Kay and Danielle are unsure of whether that is possible, Sheri noted a conversation with Marianne and Patrick at the county made it seem that they were committed to continuing this approach.

Mallory talked about her work to do a newsletter and connect with the Richland FIT and Cindy also mentioned that she distributed the Richland FIT newsletter and could do more to participate in getting that completed.

Danielle K gave a high 5 to everyone for really sharing the FIT info on their social media pages. Chelsea asked other types of sharing? Cindy said "human resources" and Chelsea mentioned time to devote to FIT activities even though they don't have money.

What do you think about communication?

a-2    b-2    c-6    d-9

Cindy still gets “head scratching” when you mention Richland FIT. She encounters people who do not know what it is and could use broader marketing. Many of these do not have email or internet. Mallory also felt that outside of health field and school it is not known. Ty also noted that the Recreational Resource Book is not known as a Richland FIT resource. Mallory also suggested outside of Richland Center they have less knowledge.

Discussion about FIT being considered “elite” and not being invited to participate. Felt that they were not a part of the original group and that hurt the participation. Sheri agreed that there was a lack of participation of all groups at the beginning.

Kristine mentioned coming to an earlier meeting of FIT and there was no follow through. She felt that there should be efforts to reach out and engage people more effectively. She did not have communication from FIT but had good ideas for how to reach people. She felt it was really important to do the one-on-ones to learn about what people are interested in and willing to help with. Discussion of the original community focus but then having to prioritize the grant funded activities, so the community focus lost.

We had a discussion on the idea of engaging businesses. Lots of good ideas, Denise suggested that this is a very important area for reaching people with education and skills, Kay also noted this. Not sure about this focus and how we might move forward as the coalition.

#### Future of Richland FIT

a- 0      b- 8      c- 2      d- 7

Mallory shared how she learned about Richland FIT and took some time to get involved. Believes that we need to branch out to bring the right people into the room. She would like to see us do more on-ones, such as with businesses. She feels that it has a future only if we bring new people in but not if we stick to the people currently in the room. Kay asked Mallory to share more about who – she described the groups involved in Southwest Partners (SP) because they already have the partnerships with schools and businesses. She felt that SP might be a good group to work with and help expand Richland FIT.

Cindy talked about weigh management being Richland FIT and physical activity being SP. Doesn't feel like SP would be able to do the FIT weight/healthy food issues. Henk notes that the coop is not financially healthy so they need buyers and helping them find buyers is an important focus of his work – the coop would like to expand. The downtown businesses are being organized into the DNA, Downtown Neighborhood Association. Coop and FIT could collaborate to reach the community with healthy food.

Kristine says we have to go to them rather than having them come to us. Also wondering about the point is that should we write more grants or continue of a volunteer future. Danielle K states that we are at the decision point.

How to continue? Sheri suggests that it would be hard for Richland nutrition focus to be absorbed by SP. Doesn't want to see the good components that we've built lost. Group has been a “networking” type and Cindy agreed that it would be good to continue to share ideas and information about individual

projects. Betsy asked about businesses and Ty brought up church groups. Mallory again made a good case for partnering with SP because of their strong relationships already built.

NEW PARTNERS BROUGHT UP. Southwest Partners, Businesses, churches

3) Funding Update