



The Richland FIT Buzz

WINTER 2016

VOLUME 3 ISSUE 14

Greetings from Richland County Public Health!

In October, a new FIT strategy called the “**Point of Purchase**” campaign was launched. In time, the **PoP** aims to inspire greater access to healthy food choices for all county residents. The overall strategy is based on scientific research demonstrating when healthy choices are readily available; consumers will make the right choice more often. We understand the importance of community engagement as a way to a healthier future. Therefore, volunteers have been building relationships at county restaurants, grocery stores, convenience stores, food pantries, meal sites, community organizations, and taverns. Special thanks to **PoP** Co-Chairs, Chelsea Wunnicke and Robin Cosgrove for your leadership. And, thank you to all the volunteers who have been meeting with food sellers and servers around the county. Read more about the work of the **PoP** committee below.

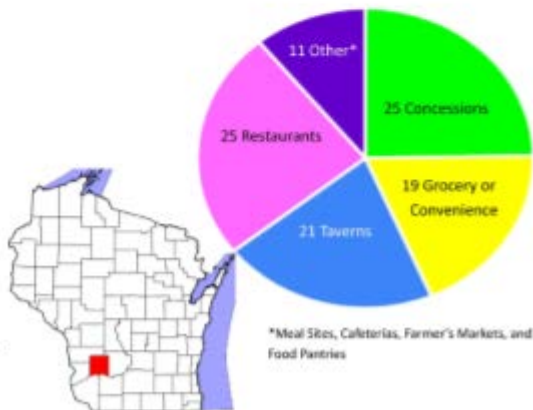
In good health, Betsy A. Roesler, Health and Wellness Coordinator

Step 1: Map It!

Community Volunteers

📍 Mapped 107 “points of purchase” in Richland County.

📍 Agreed to have conversations with as many of them as possible.



Step 2: Conversations

29 “points of purchase” were interviewed



70% have customers and staff with an interest in healthy food

70% have made menu changes

PLUS - 35% are interested in doing more!

“People express gratitude for the fresh fruits and vegetables we have” —Point of Purchase



A healthy meal at The Empire Grille

Step 3: Implementation

Many food sellers want to work together for healthier options. Their suggestions will guide the next steps.

YES! I want to partner with Richland FIT to...

70%	Create advertising, coupons or incentives to promote healthy items.
65%	Review my menu and highlight healthy items.
60%	Provide nutrition information at my location.
50%	Work with a dietician to come up with new recipes or different ways to cook healthier.

If you are a food seller who has not yet been interviewed, please contact Betsy: 649-5968

Thank you to our PoP volunteers! Chelsea Wunnicke, Robin Cosgrove, Cindy Chicker, Henk Newenhouse, Mallory Bender, Christine Swanson, Danielle Sander, Maggie Janzen, Jeanetta Kirkpatrick, Tanya Webster, Kay Cunningham, Kristine Lockwood, Sheri Scott, Jackie Lins, Belinda Granger, and Mindy Baker.

ANNOUNCEMENTS:

The Richland FIT Steering Committee meets on **Thursday, December 1st** from noon to 1 pm at HHS.

Ugly Sweater Fun Run/Walk event on **Saturday, December 3rd**. The event features a 2 mile route beginning at **Symons** ending at UW-Richland’s Wallace Center with healthy soups, music, and fun for all. **Register online [here](#)**.
Volunteers are needed--if you wish to volunteer, please call 649-5968.

The next meeting of the full coalition will be **Thursday, December 8th** at the County Board Room from noon to 1 pm. **All county residents are welcome to participate. Please RSVP** by calling 649-5968. Lunch served!

“Point of Purchase” campaign volunteers are needed to meet with food sellers and servers in Richland County.

Peer Diabetes Educators are needed! For more information, contact Marcia Carlson, RD, CDE at the Richland Hospital at (608) 647-6321 ext. 2410

Stay tuned for more information for an upcoming event in February of 2017! **Southwest Partners and the Pine River Trails Project** will be hosting a cross country ski and snow shoe event in F

Find us on **Facebook** and **Twitter!**

Richland FIT Steering Committee

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

Jarred Burke, Richland School District Administrator; Monica Maronich, Richland Medical Center; Marcia Carlson, RD, The Richland Hospital (Ty Mulholland); Denise Lins, Symons Recreation Complex; Kay Cunningham, RN; Neil Bard, MD, UW Academic Partner; Danielle Sander, RD; UW Extension; Sheri Scott, Evaluation Consultant; Marianne Stanek, RN, RCHHS fiscal agent; Betsy Roesler, Health & Wellness Coordinator

Thank you for your leadership!

Organizations below are represented on the FIT coalition and contribute to the FIT mission



Scott Consulting Partners LLC



THE RICHLAND FIT COALITION



Look for the Spring 2017 issue of BUZZ newsletter for FIT updates!