



re:TH!NK Meeting: Leadership Council

Date: Tuesday, July 28, 2015

Location: JP Coughlin, Room A

Minutes taken by: Brenna Root

Attendees:				
Brenna Root- Health Dept	Emily Dieringer- Health Dept		Dan Hinton- Human Services	Catherine Neiswender-UWEX
Vicki Redlin- County Parks	Dave Sebora- retired, NJSD		Amy Putzer- Oshkosh Area Community Foundation	Stephanie Gyldenvand- ESTHER
Heidi Keating- Health Dept	Doug Gieryn- Health Dept		Amy Barker- Future Neenah	
Melissa Kraemer-Badtke (ph)- East Central Regional Planning			Jayme Sellen- Green Bay Chamber (Guest Speaker)	

Topic	Facilitated by:	Discussion	Actions
Welcome	Emily/Heidi	None	None
Public Comment	Emily	None	None
Updates from Staff	Heidi	<p>What is Prevention?</p> <p>Heidi spoke about the difference between universal, selective, and indicated prevention and gave an overview of the continuum of care. She handed out 7 strategies for community change from CADCA. Also talked about policy, systems and environmental change and how re:THINK always strives for these changes.</p> <p>Question: Where are you now? What have you done well</p>	<p>Have we ever quantified “staff time” as members of the coalition and their time?</p> <p>Could do this to find out what kind of time really goes into this work.</p>

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		<p>historically? We've gotten a lot done in the (1,2,3) area of the strategies but we really try to focus on the strategies 4-7 because they are more policy change and lasting. How much time (Staff) do we have dedicated to the coalition? 5.5 FTE + 3 AmeriCorps</p> <p>Committees and Priorities</p> <p>Emily and Heidi talked about how our initiatives become priorities. Handout given. We use a combination of CHIP, TPCP, DFC, and USDA grants, community input, re:TH!NK partners, asking membership to look at action plans and identify what they would like to work on.</p> <p>Question: Who is actively working on these projects? Add to grid.</p>	<p>**Add Key Partners to priorities grid</p> <p>**Add outcome data to grid (where are we in relationship to where we want to be?)</p> <p>**Include time for committee updates at next LC meeting</p>
Guest Speaker: How do we engage the business community?	Jayme Sellen, Green Bay Area Chamber of Commerce	<p>Jayme is a registered lobbyist and works for the Greater GB Chamber of Commerce. She talked about how in order to engage the business community we need to help them realize that healthy people (their workers) make up a healthy community. Worksite wellness is more than just the worksite, it is a healthy COMMUNITY. Notes from Jayme:</p> <ul style="list-style-type: none"> <li>• Participate in chamber, get to know chamber president,</li> </ul>	<p>NEW Chamber Coalition Meetings- get on agenda?</p> <p>Connect through Wellness Coordinators and create a survey</p>

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		<p>help build a base of contacts</p> <ul style="list-style-type: none"> <li>• Broad base of organizations represented</li> <li>• Business community has customers that they are always thinking of (the base of their business) so they may shy away from controversial topics</li> <li>• Be choosy on the issues you bring to the business community. Need to know what's in it for them</li> <li>• Participation on efforts can be behind the scenes, not always need to be out in front</li> </ul> <p>Dialogue of where we can partner and what we (re:TH!NK) can do to help each other (businesses and re:TH!NK)</p> <ul style="list-style-type: none"> <li>• Make it easy for them to participate: have a letter to the editor drafted for them, give them a script so they can call their decision makers (if taking action on a policy)</li> <li>• Get involved with North East Wisconsin Chamber Coalition meetings (Oshkosh chamber is a part of it) Does Oshkosh Chamber have a Public Policy Council?</li> <li>• Fox Cities Chamber has a registered lobbyist-Mark Romlow</li> <li>• Shannon Full (Fox Cities Chamber President) and John Kasper (Oshkosh Chamber President) reach out to them to set up meetings</li> <li>• Businesses are concerned about their workforce pipeline,</li> </ul>	
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		<p>get a group of businesses together (focus group?) to figure out how to reach parents (lunch and learn?)</p> <ul style="list-style-type: none"> <li>• What are things you should be thinking about as a business leader? re:TH!NK could set up Lunch and Learns through the Chamber?</li> <li>• Connect with the YMCA because they have broad outreach to residents/parents and are a part of the Chamber</li> <li>• Connect through Wellness Coordinators, businesses are willing to spend \$\$ on wellness for employees (what about community?)</li> <li>• Businesses are all about earned media and getting their name and logo out there</li> <li>• Make a business case- How are they impacted by “it” (the issue re:TH!NK is working on)?: <ul style="list-style-type: none"> <li>○ Does “it” effect their bottom line?</li> <li>○ Does “it” solve a problem?</li> <li>○ Does “it” prevent something bad from happening? They aren’t as eager to latch on to the positive messaging</li> </ul> </li> <li>• GB Chamber works 95% on state policy vs. 5% on local policies, sometimes national</li> </ul>	
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Now what?	Everyone	<ul style="list-style-type: none"> <li>Relationship building (Chambers and their membership)</li> <li>Strategic alignment of re:TH!NK priorities? Is there a place for businesses?</li> <li>Bemis Corp. – has Wellness coordinators and an Addiction specialist class</li> <li>BID and West Side Improvement (Vicki has contacts)</li> </ul> <p>What could re:TH!NK provide these businesses that they need/want? Ideas:</p> <ul style="list-style-type: none"> <li>We should research to find out if the Chamber is the best place to start.</li> <li>Have business owner tell story (“its worth my and my company’s time to invest in “it””)</li> <li>How many businesses have wellness coordinators for employees? Could be an “in”</li> <li>Send a survey               <ul style="list-style-type: none"> <li>Do you have a Wellness Coordinator?</li> <li>Would you be willing to meet with someone from re:TH!NK in order to get resources to help you in your programming?</li> <li>What are “hot topics” you’re seeing?</li> <li>What have you worked on that has been the most</li> </ul> </li> </ul>	<p>**Committees (ACNHFS and MHSAP) should identify the sectors (schools, businesses, law enforcement, etc) for each of their priorities that would be most influential in moving the work forward. Include in grid.</p>
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		<p>successful that you've planned for your business?</p> <ul style="list-style-type: none"> <li>○ Where are you struggling for resources?</li> <li>• Have to remember that in order to keep businesses coming to the table, they have to understand their "role" and WHAT'S IN IT FOR ME? Help them to understand that and they'll keep coming back.</li> <li>• We could connect with the Worksite Wellness Action Team of the Weight of the Fox Valley and Well City initiatives.</li> </ul>	
Next Steps	Emily	Possible partnerships or event/conversation?	Emily will connect with her worksite wellness contacts to see if there is a possibility of a pilot starting that re:TH!NK would set up.
Next meeting		September 22, 1-3pm, location TBD (phone option will be available)	

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