



Leadership Committee

Date: January 16, 2013

Location: Winnebago County Admin Bldg, 1<sup>st</sup> Floor Conference Room

Minutes taken by: Linda Baeten

Attendees:				
Emily Dieringer	re:TH!NK, CTG Coordinator		Cheryl Laabs	WCHD/re:TH!NK
Doug Gieryn	WCHD Director		Dan Hinton	WCDHS, SAP Committee
Brenna Root	AmeriCorps – re:TH!NK		Anna Carpenter	re:TH!NK / Tobacco Coordinator
Ellie Krueger	AmeriCorps – re:TH!NK		Sarah Wright	WCHD, NOD Committee
Mike Kading	Town of Menasha Parks & Rec		Heidi Keating	re:TH!NK, DFC Coordinator
Joe Yana	re:TH!NK Advocacy Committee			
Kim Biedermann	City of Omro, PA Committee			

Topic	Facilitated by:	Discussion	Actions
Welcome and Introductions	Emily	Welcome Heidi Keating, our new Drug Free Communities Grant Coordinator. (Check out the re:TH!NK <a href="#">TV show</a> ) Kim and Mike introduced themselves to Heidi.	
Public Comments		None	
New Faces / New Roles	Cheryl	<ul style="list-style-type: none"> <li>Anna Carpenter has become our new Tobacco Grant Coordinator</li> <li>Cheryl will step down from re:TH!NK Coordinator to spend more time with the Healthy Lifestyle Committee and specifically, the Mental Health Shareshop.</li> <li>Heidi (for DFC) and Emily (for CTG) will take on coordination of re:TH!NK.</li> <li>Doug offered continued support from Public Health.</li> </ul>	
Youth Update	Brenna & Anna	<p>December activity included working with OWHS and ONHS Leadership, Honor Society and Community School students.</p> <ul style="list-style-type: none"> <li>The ONHS Community School consists of about 75 students who get school credit, but involves a different kind of learning. Grades 9-10.</li> </ul>	

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		<p>Current initiatives include:</p> <ul style="list-style-type: none"> <li>• Underage drinking – promotion of responsible beverage serving</li> <li>• Obesity in elementary students – students have volunteered to be involved in Fun Food of the Month.</li> <li>• 4 students applied and 2 received awards to attend the CADCA Leadership Conference in Washington DC with Heidi and Brenna.</li> <li>• 15 students at Tipler Middle School are working on TATU – Teens Against Tobacco Use.</li> <li>• Student Council at Tipler is participating in a Photo Voice project to raise awareness in the community.</li> <li>• FACT Groups continue in area schools.               <ul style="list-style-type: none"> <li>• Anna is working in Winneconne on a “tobacco candy” project.</li> <li>• Brenna is working in Menasha at Maplewood</li> </ul> </li> <li>• Anna has applied for “Event in a Box” for Kick Butts Day, March 20</li> <li>• Brenna will be attending the Green Lake Leadership Conference with 5 students on February 27. The theme is “Link N Learn”.</li> </ul>	<p>BRENNA-Include the 2 students going to the CADCA Conference in the TV Show for March.</p> <p>EMILY (Scott)-Take video of the Photo Voice project to include in the next TV Show.</p>
Communications	Ellie, Emily and Sarah	<p><u>Constant Contact:</u></p> <ul style="list-style-type: none"> <li>• This program provides templates that are more attractive and better for mass e-mailing, and will enable better tracking. They are in the process of synching lists and contacts.               <ul style="list-style-type: none"> <li>○ A preview was emailed to re:TH!NK LC and feedback was taken.</li> </ul> </li> </ul> <p><u>eUpdate:</u> Discussed whether to replace eUpdate with Constant Contact.</p> <ul style="list-style-type: none"> <li>• eUpdate has better pictures as a PDF on the Website. It is easier to add a link (photo link) to eUpdate to access Constant Contact, then track who goes to the link.</li> </ul>	EMILY-Keep eUpdate as a separate document and send a link out in Constant Contact.

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		<ul style="list-style-type: none"> <li>• eUpdate keeps valuable history on the Website.</li> </ul> <p><u>Analytics</u></p> <ul style="list-style-type: none"> <li>• Working on the 2012 report.               <ul style="list-style-type: none"> <li>○ Viewers are down on the Website from 2011</li> <li>○ Interaction is also down</li> </ul> </li> <li>• Plan to enlist re:TH!NK staff to develop more consistently sent social media messages.               <ul style="list-style-type: none"> <li>○ May do “minute videos” on re:TH!NK topics/people to post on the Facebook page.</li> </ul> </li> </ul> <p><u>New Website</u></p> <ul style="list-style-type: none"> <li>• Will be easier to navigate and hope to increase viewer/interaction</li> <li>• Training for staff on Website update will be next week.</li> <li>• Hope to roll out new Website at the Coalition Workshop on February 20.</li> </ul>	
Partner Agreement process for 2013	Ellie	<p>Plan to send the Partner Agreement by e-mail – see the Constant Contact test e-mail. The form will identify what level of involvement the members want: committee member, workgroup member, committee affiliate, or general affiliate.</p> <ul style="list-style-type: none"> <li>• Presently we have 100 members and 200 affiliates.</li> <li>• Only 6 people have looked at the test e-mail so far. Please do so.</li> <li>• There is trouble with the word “re:TH!NK” within the document.</li> <li>• Want to link the information to an excel sheet.</li> <li>• Language asking participants for a signature may scare people off. May need to simplify. Discussion followed.               <ul style="list-style-type: none"> <li>○ Change language on Constant Contact to “Your Partners in Health”. Also change the first line to be more positive.</li> <li>○ Offer a gift card for filling out the survey.</li> </ul> </li> </ul>	<p>ALL-Return feedback on the test e-mail if you haven’t done so.</p> <p>ELLIE-Check into fixing the word “re:TH!NK” word so it works in Constant Contact.</p> <p>ELLIE-Improve the language in the Survey based on LC suggestions.</p>

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		<ul style="list-style-type: none"> <li>○ Add “call for more information”.</li> <li>● Will get the survey out by the end of January               <ul style="list-style-type: none"> <li>○ Will mail the survey to the few with no email.</li> <li>○ If surveys are not returned, those members/affiliates will be dropped to the lowest level of participation.</li> </ul> </li> </ul>	
Acorn Fund	Cheryl	<p>We have collected the \$500 needed to start the Endowment Fund with the Oshkosh Area Community Foundation.</p> <ul style="list-style-type: none"> <li>● We will need to contribute \$250 per year to keep it going.</li> <li>● Easy to ask for donations along with our many communications.</li> </ul>	CHERYL-Connect with OACF to complete the startup process.
Chair Positions		<p>AC – Active Communities met after the Mixer last Tuesday.</p> <ul style="list-style-type: none"> <li>● Will meet again at the end of February to determine Chairs and Co-Chairs, liaisons, and meeting times.</li> </ul> <p>HL – Healthy Lifestyles</p> <ul style="list-style-type: none"> <li>● Kristen Biese will stay as Chair and Paulette Stoltzmann as liaison. Cheryl’s exact role to be determined.</li> </ul>	EMILY-Send out doodle poll to schedule AC meeting.
Committee Updates	Active Communities – Kim and Mike	<ul style="list-style-type: none"> <li>● Gained 7 or 8 people from last week’s Mixer.</li> <li>● Each group gave a report and was well received. Groups include: Drive Your Bike, Active Recess, Joint Use Agreement, Healthy in Planning, Active Resource Guide, and Active Workplaces.               <ul style="list-style-type: none"> <li>○ Active Schools is starting up along with intern from UWOC.</li> </ul> </li> <li>● Look for 3 Community involvement meetings for the future of Winnebago County Parks and Recreation. Will post on FB.</li> </ul>	EMILY-Post WC Community Involvement meetings on FB.
	Healthy Lifestyles & Mental Health - Cheryl	<ul style="list-style-type: none"> <li>● Lots of interest. Meet monthly with 20-40 people.</li> <li>● Exploring software connections to help people get help faster</li> <li>● No Wrong Door will be studied by a group from Affinity, ThedaCare, and Fox Cities United Way through NEW Health Connection. Amanda Matthews from NEW Health has invited us</li> </ul>	CHERYL (& others)-Attend

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		<p>to attend this Friday.</p> <ul style="list-style-type: none"> <li>Working on developing a Resource Guide.</li> <li>Working on Stigma Campaign with Fox Valley Tech.</li> </ul>	No Wrong Door presentation.
	Advocacy – Joe	<ul style="list-style-type: none"> <li>Advocacy met Monday upon a request to help stem the number of drug related deaths, especially from Heroin, in Winnebago County.</li> <li>Joe Yana, Barry Busby and Heidi will meet with Bill W. of the OACF.</li> </ul>	JOE/HEIDI-Meet with Bill
	Substance Abuse - Dan	<ul style="list-style-type: none"> <li>Meeting tomorrow.</li> <li>Plan to launch a campaign for responsible drinking (0-1-2) in spring.</li> <li>Dan passed around a business card from Jake White who is developing a “Party Sober Campaign” on the UWO Campus.               <ul style="list-style-type: none"> <li>Dan and Heidi met Jake at the UWO Alcohol &amp; Drug Committee meeting. Looking to keep it “underground to keep it cool” at this point.</li> </ul> </li> </ul>	
	Nutrition - Sarah	<p>Gained 6 new members at the last meeting.</p> <p><u>School Garden Workgroup</u> – will be partnering with Growing Oshkosh to develop gardens at E. Cook, Webster M.S. and ONHS.</p> <ul style="list-style-type: none"> <li>The Lighted School House program for afterschool activities is also involved in gardening in conjunction with Winnebago County Master Gardeners.</li> <li>The goal is to have educational vegetable gardens and develop a process that can be replicated at other schools.</li> </ul> <p><u>Farm to School</u> –</p> <ul style="list-style-type: none"> <li>Working to get local food to the schools. A meeting is planned next week with farmers and food service directors from the schools.               <ul style="list-style-type: none"> <li>Trust Local Foods from Appleton will also be represented.</li> </ul> </li> </ul> <p><u>eatsmart!</u> –</p>	

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		<ul style="list-style-type: none"> <li>• Conferred with Waupaca. They have an MOU that they use with local restaurants in their area.</li> <li>• Will meet again on Monday with the Tri-County group.</li> <li>• Will be giving a presentation on eatsmart! at the WPHA Conference</li> </ul>	
	Tobacco - Anna	<ul style="list-style-type: none"> <li>• UWO Tobacco Free Campus –Will give a presentation at Sage Hall on Feb 6 @ 4:30.</li> <li>• Meeting with legislators Schraa and Gudex. Will be collecting stories on prevention for Joint Finances.</li> <li>• Working with Milwaukee to get ideas on multi-unit housing initiatives.</li> <li>• Press release went out today on WI Wins. Sales have gone up. We are hoping to get funding continued.</li> </ul>	
Next Meetings	Emily	<p><b>re:THINK Coalition Workshop</b> meets February 20, location and topic to be announced. Suggestions welcome.</p> <p>Doug suggested a session on how to talk to an elected official.</p> <p><b>re:THINK Leadership Committee</b> meets March 20, 2-4 pm at the County Admin Building, First Floor Conference room.</p>	EMILY-confirm topic and location for Feb 20

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