



Leadership Committee

Date: August 8, 2012

Location: County Admin building, 1st Floor Conference Room

Minutes taken by: Linda Baeten

Attendees:				
Emily Dieringer	WCHD/re:THINK/Tobacco MJC		Cheryl Laabs	WCHD – re:THINK Coordinator
Evan Groth	AmeriCorps – re:THINK		Dan Hinton	WCDHS – SAP Committee
Brenna Root	AmeriCorps – re:THINK		Joe Yana	Advocacy Committee
Denise Krueger	WCHD – NOD		Kim Biedermann	PA Committee
Mike Kading	HRO Committee		Paulette Stoltzmann	HL Committee

Topic	Facilitated by:	Discussion	Actions
Welcome and Introductions	Cheryl	Cheryl introduced Anna Carpenter, new Temporary employee with Winnebago Co Health Dept. Anna will be working with the new CTG grant.	
Public Comments		None	
CTG Grant (Transform WI Grant handout)	Emily	<ul style="list-style-type: none"> Received \$460,000 award. Currently working out the billing/contract/forms Working on the Survey of Healthy WI (SHOW) - \$80,000 going toward this survey to get base-line data. (all transform grantees across the state will use the same survey) Will begin the “set-up” of the grant: buy needed equipment, set up billing, update the website, strategic plan. Coordinate with re:THINK’s committees’ action plans. 	<ul style="list-style-type: none"> Plan to hire 4 temps to do the survey @ \$11.83/hr, full time for 4 months. Interviews begin next week. Plan to coordinate on the front end for some supplies/services.
Coordinator Transitions / positions	Cheryl	<ul style="list-style-type: none"> DFC Grant Coordinator position will be posted soon. 1 year remains for the current cycle. Plan to apply for another 5 year cycle. Doug, Cheryl and Emily are taking up Lisa’s duties in the interim. Also hiring a CTG Coordinator/Health Educator. There is interest within the health department. 	<ul style="list-style-type: none"> when vacancies are posted they will be sent out to the entire coalition

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		<ul style="list-style-type: none"> Emily has been invited to: <ul style="list-style-type: none"> Food Policy Council Statewide team for HWLI, Bike/Ped initiative 	<ul style="list-style-type: none"> Emily will liaison between these statewide groups and re:THINK
AmeriCorps transition	Cheryl	<ul style="list-style-type: none"> Brenna will be staying on for another year and continue to work with youth and coordinating a “youth coalition” Evan will be moving on to WIC (part-time-temp) and SHOW– thank you Evan! Currently in the process of interviewing for another AmeriCorps member, and perhaps may be able to hire one additional member as well. New cycle begins September 10. 	Let Emily know if you have projects suitable for AmeriCorps members
Templates for Minutes and Agendas	Cheryl	<ul style="list-style-type: none"> Templates for minutes and agendas are created for the various Leadership Committees and were emailed out to chairs. Chairs will need to post agendas with the County Clerk or have Emily and Cheryl send them so we comply with open meetings law. 	Send agendas to County Clerk
Social Media Presence	Emily	re:THINK staff supplies Facebook, Twitter, and Blog with information. 399 people are following re:THINK on Facebook.	Give anything you may have for posting to Emily or Brenna.
Social Marketing Campaigns	Cheryl	<p>HRO – Drive your Bike HL – Mental Health Stigma Campaign Alcohol – “0-1-2-3”</p>	<p>CTG will fund the marketing pieces for “Drive your Bike.” DFC will fund “0-1-2-3.” Additional funding will be needed for Stigma campaign.</p>
MARC	Cheryl	<p>MARC is very noticeable but very heavy to move around. Looking at producing a lighter version. MARC has made appearances at:</p> <ul style="list-style-type: none"> Sovereign Days in Winneconne Menasha Pool 	

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		<ul style="list-style-type: none"> Pollack Pool Messages include: responsible drinking, whole wheat vs white, Greg Jennings “Be Great”, snack tips, Farm to School video for Farmer’s Market, nutritional videos. Could be used for other social norm messages.	
Social Marketing Campaigns in the works	Emily	Emily hopes to pick up the re:TH!NK TV show with CTG funding and book 6 shows per year.	Emily will connect with OCMS regarding TV show
AmeriCorps Projects Updates	Brenna Evan	<ul style="list-style-type: none"> Working on MARC, Youth Go, Best Friends in Neenah, Healthy Habits at the Boys & Girls Club, Tru Dat(a) campaign sent 75 letters to businesses; received \$700 to continue next year. Evan working on final project – Coalition Satisfaction Survey Report. We will be able to compare 2009 to this year. A draft was passed around. 	Final report to be emailed by the end of August and presented at Sept 12 re:TH!NK WorkShop
General Coalition Meeting Agenda	Evan	Meet at Coughlin UWO population Health Road Maps to be discussed This is the last General Coalition Meeting (WorkShop) of 2012.	
Committee Updates	Dan Hinton	Alcohol & Drugs – these two committees combined. Now called Substance Abuse Prevention Committee. Dan H and Jason W are the chairs. <ul style="list-style-type: none"> “0,1,2,3” Social Media Campaign used FDA Guidelines and working with 44 North Marijuana Ed program – expand to include school personnel and liaison 	

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	Mike Kading Kim Biedermann Emily Dieringer	<ul style="list-style-type: none"> • eatsmart! – <ul style="list-style-type: none"> ○ Pilot program for restaurants to offer healthy choices ○ 8 restaurants are involved, some are further along than others. ○ www.eatsmartwi.com <p>Healthy Recreational Opportunities</p> <ul style="list-style-type: none"> • Drive Your Bike Campaign • going to Town Boards for planning for health <p>Physical Activity</p> <ul style="list-style-type: none"> • Met in July. <ul style="list-style-type: none"> ○ Fox Cities Marathon Challenge is coming up ○ Working on Active Classrooms/recess in the schools ○ Will work on CTG strategies soon <p>Tobacco</p> <ul style="list-style-type: none"> • Multi Jurisdictional Coalition is working on Candidate education on “Why Tobacco Prevention is Important”, tax rates, and candy tobacco products • Less than 1 % of tax revenue goes back to tobacco prevention out of \$800 million collected by the state • WI Wins: 4 out of 50 sold so far in 2012. This is good, but not as good as last year. <p>Staggered Handout</p> <ul style="list-style-type: none"> • Target parents of 6-12 grade students • One stop shopping for parents for info on drugs, alcohol, healthy 	

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		lifestyle issues for teens. <ul style="list-style-type: none">• Will be available on school websites also	
NEXT MEETING		October 10, 2012 at the Neenah Health Department , 211 Walnut St from 2:00-4:00 pm .	

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