



re:TH!NK Meeting: Coalition WorkShop

Date: 9-18-13

Location: Coughlin Center

Minutes taken by: Emily D

Attendees:				
Kathy Hanson-AmeriCorps	Cheryl Laabs-WCHD		Doug Gieryn-WCHD	Kim Biedermann-UWO
Jamie Orr-WCHD	Joe Yana-retired		Mark Weisensel-ADRC	Barb Wolf- WCHD
Brenna Root-re:TH!NK	Vicky Redlin-WC Parks		Sabina Bastias-AmeriCorps	Linda Werner-Mercy Foundation
Anna Carpenter-re:TH!NK	Sarah Wright-re:TH!NK		Heidi Keating-re:TH!NK	Emily Dieringer-re:TH!NK

Topic	Facilitated by:	Discussion	Actions
Welcome	Heidi	n/a	n/a
Comments	Heidi	none	n/a
WorkShop	Jennifer Considine	<p>Professor Considine teaches Communications at UW Oshkosh “We Scare because we Care?” Fear Appeals an Health Communication presentation. Discussed when to use fear and when to not. Handouts. Fear Appeals: Message Components</p> <ul style="list-style-type: none"> ● Threat - what are people scared of? <ul style="list-style-type: none"> ○ Severity Information (intensity e.g. “it won’t happen to me”) ○ Susceptibility Information (who is threatened i.e. target audience) ● Efficacy - what can/should be done? <ul style="list-style-type: none"> ○ Response Efficacy (Something can be done to fix the problem) 	considij@uwosh.edu

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		<ul style="list-style-type: none"> ○ Self-Efficacy (I can do that particular thing) <p>Need to have a high threat and high efficacy to be effective. Persuasive goal is “sell” the “thing” that someone can do to solve the problem.</p>	
Public Opinion Poll Results	Emily	<p>Presentation of public poll data collected in August 2013. 300 respondents in Winnebago County. Overwhelming public support for prevention efforts.</p> <p>http://www.rethinkwinnebago.org/Facts/public-polling-surveys.html</p>	Contact Emily if you want more details on the full report.
Fire Up Award	Heidi	<p>This quarter’s award goes to Fred Umland for his outstanding volunteer efforts at County and Rock USA this past summer! His personality and approachability goes above and beyond in educating festival-goers!</p>	Fred wasn’t here today. Heidi will send his award.
Guidance Documents	Emily	<p>Changes presented: http://rethinkwinnebago.org/about-us/structure Motion by K. Biedermann, 2nd by M. Weisensel. Approved unanimously.</p>	
WorkShop attendance	Doug	<p>Need for a “more than just for their job” topic to draw people in. Needs to be useful (work life and personal life). More detail would have been helpful on the topic (speaker bio, blurb about content/takeaways) Put on the website. Call it “WorkShop and Meeting”</p> <p>Keep moving around the location. Maybe switch up the time each time as well. Look back at last coalition satisfaction survey for insight.</p> <p>Promote “networking” opportunities as well. Include time for it on agenda.</p>	Email rethink with ideas for WorkShop topics or other suggestions to improve attendance.
DFC Funding	Heidi	<p>re:TH!NK did not receive DFC continuation funds for the next 5 years.</p> <p>re:TH!NK will reapply for funding next year after receiving feedback from this year’s application. Definitely a set-back to the coalition. Staff and LC</p>	

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		members will look at re-prioritizing activities that were previously funded by DFC. The coalition will be maintained regardless. Have been building the local levy base for prevention activities. Will be looking at options over the next few weeks. Several things are still unknown.	
Next Wksp	Emily	Wednesday, December 18 re:TH!NK Soiree 4:00pm - 6pm. Location TBD.	

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