



Community Health Work Group January 19, 2010

The Community Health Work Group met on January 19, 2010 from 9-11 am at the West Union Library. There were 5 people present: Krista VandenBrink, Lori Eagan, Judy Isaacson, Haleisa Johnson, Ann Mansfield.

Old Business & Reports:

Topics to cover:

1. Community Wellness Grant next steps
2. How the Community Health (CH) WG fits into the CAP and how to communicate that to the public
3. Next Community Health Work Group Meeting- Schedule Time and Place ~ who should be included?
4. April County Team Meetings Community Health Presentation ~ what to include?
 - Who we are and who should be involved
 - What our message is
 - When we meet/spring conference
 - Where should messages go?
 - How to get involved
 - Tools available

Summary of program and discussion:

Community Wellness Grant

- o Create list of potential messenger groups in all six counties.
- o Contact messenger groups to determine interest in participation.
- o Establish campaign objectives and develop final target audience list.
- o Develop campaign plan, including messaging, proposed resources to implement plan, and education/training outline.
- o Pilot – messages in Winneshiek Co.

NOTES – DISCUSSION:

Review of timeline

- o Jan-Mar – Prepare Materials, Messages, Tools
- o Mid April - May – Conduct Pilots
- o Late Summer – Conference - Training providers as Messengers and Community Health Work Group to support in each county, feature demonstration examples of cooking, etc.
- o Build capacity in each county - Public Health, NEICAC, Dieticians, School Nurses

Pilot opportunities in Winneshiek – Cross Section of population ages 0-8 & represents the other counties demographics:

- o Head Start @ West Side - vulnerable
- o North Winneshiek Pre-school, Turkey Valley Pre-school (capturing rural population)
- o Child & Adult Care Food Program (CACFP) – registered & participating day care centers – Cheryl Martin
- o Making Pilot Contacts – Wait until tools & messages & expectations are further defined
- o Vision for what messengers will do
- o Engage children in food preparation
- o Message of “balance” in children’s diets
- o Awareness – Examples of “brain friendly snacks”
- o Resources – ISUE brochures, Parent Newsletter, Follow-up processes – “have you made any changes?”

Key Messages

- Grocery shopping

- Family Activity
- Healthy choice is the easy choice
- Healthy choice – health impact
- Resources for Judy so she can determine what needs to be in the campaign
- Information, Contacts
- How the Community Health (CH) WG fits into the CAP and how to communicate that to the public

Ideas for spring conference to introduce the campaign and train the messenger groups

- o Spring Conference – move to late summer after development of tools, and experience from pilots
- o Conference - Main speaker, 2 Tracks
- o Intro to FFI
- o Health Messengers – Training (target - children 0-8 years)
- o Other Health providers
- o Displays with Tools available for health care providers to take, possibly brochures to distribute in clinics (for example) –
 - o Example: Prescriptions of healthy eating & active living!!

3. Next Community Health Work Group Meeting- Schedule Time and Place ~ who should be included?

- Public Health
- Schools
- Dieticians – Joetta Redlin, Angie Kerndt, Roxanne VanVeldhuizen, Karen Foster,
- Hospitals –
 - o Elkader - Haleisa
 - o West Union – Ruth Schemmel, Jenni Elsbernd
 - o Winn Med. Ctr, - Joetta Redlin,
 - o Waukon – Stephanie & Dr. Perkins, clinics
 - o New Hampton – Francie Crawford, Kathy Babcock (p.h.)
 - o Cedar Valley Friends of the Family
 - o Cresco – Mercy – Joye Meyer, Sandy Hagen,
- Clinic/Nurses Review list of attendees from last year;
- Community Action

Action items for next meeting:

March 16 the Regional Community Health WG will meet from 10-11:30 am at the West Union Library. Haleisa scheduled with Library. Gather emails and addresses for invitation.

Items for the next meeting's agenda:

- Will discuss CAP and how CHWG fits in
- Announce and explain IDPH Community Wellness Grant and Pilots
- Develop a plan for the CHWG Presentation at the April
- County Team Meetings
- Announce Fall Conference ideas

Submitted by: Haleisa Johnson