



# e-Update: January 2012 Winnebago's Healthy Living Partnership

*Our mission: Through effective community collaboration, we create an environment that enables healthy lifestyle choices and deters substance abuse in order to improve the quality of life for all Winnebago County residents.*

## Multi-layered Attack on Drug Abuse

The Drug Prevention Committee introduced a Drug Bulletin to area convenience store owners that discouraged their sales of new designer drugs, such as K2 and Bath Salts, along with other items that are readily available in stores such as: alcohol-infused whipping cream, drug paraphernalia, and high-level alcohol drinks. The Good Drugs Gone Bad program on pharmaceutical abuse continues to be successful locally and statewide, and will be noted as an exemplary program in the WI State Council on Alcohol and Other Drug Abuse in a report to be released early this year. Finally, a marijuana intervention program was introduced by WC Human Services to reach out to juveniles who are in the infancy stages of marijuana use. The initial session went well and the committee will be working this spring to raise awareness of this program to law enforcement officials, school staff and youth workers.

## Advocacy Committee Seeks Legal Changes

The Advocacy Committee is pursuing changes in local ordinances to require additional server training (developed by re:TH!NK) as a condition to obtain a bartender's license and to make training mandatory for alcohol servers at special events. Also on the docket is an initiative to make the hours of alcohol sales uniform throughout the county. The committee is working with legislators to pass a revision to the social host statute in Wisconsin to eliminate an enforceability issue.

## Healthy Lifestyle Committee Goes LEAN

The Access subcommittee of the Healthy Lifestyle Committee is preparing a LEAN process training for February 9. After the training, the Access group will apply the LEAN process to identify gaps in access to mental health services in Winnebago County.

## Media Matters

Be on the lookout throughout the County for MARK! (see photo below), a portable messaging apparatus that brings the exclamation mark in our logo to life! It will support evolving re:TH!NK marketing pieces. Thank you to our AmeriCorps members for their hard work.



Over the last few months you've undoubtedly seen re:TH!NK messages on Oshkosh city marquees. A shout-out to the Oshkosh Parks and Forestry Dept. (especially to Ray Maurer) for making this possible!



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## Targeting the Message

During the fall of 2011 the Addressing Alcohol Committee crafted a series of alcohol safety messages for specific populations, with an overall general message based on the FDA guidelines for alcohol consumption. Differentiated messages are being developed to address college-age adults alcohol use, adult use and parental responsibility. This spring the committee will highlight programs such as Parents are the Key and Parents Who Host, focusing on attaining maximum exposure in Winnebago County.

## Smoke-Free Air Policy Expansion

With the start of a new year come new challenges and opportunities for the Tobacco Prevention and Control Committee. While the statewide smoke-free air law covers all workplaces, it doesn't include multi-unit housing structures. Residents can be exposed to secondhand smoke in apartments, condos, duplexes, rentals etc. That's why, starting in 2012, the committee's activities will include efforts to create smoke-free multi-unit housing policies. New partnerships will be created, or old partnerships could be re-ignited as re:TH!NK continues advocating for everyone's right to breath clean air.

## Active Schools Initiative Rolling

The Physical Activity Committee (PAC) reports great progress with the Active Schools Initiative. After several meetings with principals and teachers, the next step is to create a toolkit for teachers to use to incorporate physical activity into their daily classroom activities. This is just one approach the PAC is working on to increase physical activity among students in area schools. The PAC is also working on getting out Point of Decision prompts at area workplaces to help people make better lifestyle choices.

## Help on the Way

The Sustainability Committee is happy to announce the welcome additions of Dawn Gohlke, from Best Friends of Neenah/Menasha and Cheryl Fowler from the Oshkosh Community Foundation. Dawn will serve as Chair. The committee is working on its plans to make strategic donor asks, create fees for service, recruit a grant writing team and research beneficial fundraisers.

## School Partnerships Pay Off

The re:TH!NK Mini-Award Program serves to support additional prevention efforts school districts in Winnebago County want to take on. Neenah, Omro, Winneconne, Oshkosh, Menasha, St. Mary's and Lourdes have successfully applied for funds to promote **Life of an Athlete program** or **Social Norms campaigns**. Mini-awards for 2012 total **\$7,500** and have been distributed for use during the remainder of this school year. re:TH!NK anticipates a progress report in September from coaches, administrators and school staff on their outcomes made possible through our partnership.



## NOD Committee Welcomes New Leader, Continues Restaurant Nutrition Program

The Nutrition, Obesity and Diabetes Committee is pleased to announce that Sarah Wright, who has previous Public Health experience, will be taking over as Chair for Steve Vickman. Also, background work was done to indentify a nutrition program to use with independent restaurants. The focus has shifted menu-labeling to education, other restaurant setting strategies and menu analysis. Meanwhile, the state is evaluating a state-wide program model.



## re:TH!NK TRAININGS – SAVE THE DATES

February 8: Building Leadership

February 9: LEAN

March 2: Marketing 101

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