

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.

Food Map Reduces Excuses!



After months of hard work, the Nutrition, Obesity and Diabetes (NOD) Committee is proud to announce the completion of the Winnebago County "Food Map" located on [re:TH!NK website](#). The guide is a searchable database of healthy food options that

are conveniently located and reduces barriers to purchasing healthier food. According to Denise Krueger NOD Health Liaison, "We believe if citizens know where the healthy food options are, they are more likely to choose them."

The NOD committee is also excited to begin outreach to area schools on [FoodDay](#), October 24, with a cooking demonstration using local produce, a celebrity chef event at Becket's Restaurant and promoting the Farm to School initiative.

2nd Mental Health "Share Shop" Creates Momentum of Support

On September 29th, the Healthy Lifestyles committee reconvened health professionals from across Winnebago County to further discuss services offered, current challenges and potential opportunities in the community to support mental health and wellness. The group is enthusiastic and is moving forward with their work plans at future fall meetings. Contact Kristin Biese at Kristen.Biese@ppwi.org for more information.

Have You Seen Flavored Tobacco?

Our youth have!! If you haven't, check out this [factsheet](#).



Toys
Candy

Beer

re:TH!NK is Addressing Alcohol

Beer is now cheaper than water?! Alcohol is placed in the toy aisle at our corner drug store? Colorful liquor advertisements can be seen as our youth walk to school? Local law enforcement officers and prevention experts are concerned about the environmental factors correlated with high risk drinking. These sentiments are echoed across all of Wisconsin.

re:TH!NK's Addressing Alcohol Committee is taking action. They proudly hosted HealthFirst WI, as well as other representatives from Outagamie, Sheboygan, and Manitowoc at the Sunnyview Expo on September 7th. Based on this summit, we anticipate a coordinated effort from the state that will do the same for alcohol misuse/abuse that has and is working for the tobacco control movement. Our priority will be working on alcohol placement and affordability, and its impact on its attractiveness to youth.

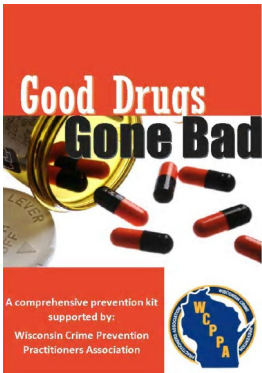
Lisa Brown, Coalition Coordinator
PO Box 2808, 112 Otter Ave
Oshkosh, WI 54903
lbrown@co.winnebago.wi.us
920-232-3009

Cheryl Laabs, Coalition Coordinator
PO Box 2808, 112 Otter Ave
Oshkosh, WI 54903
claabs@co.winnebago.wi.us
920-232-3004

e-Update: October 2011 Winnebago's Healthy Living Partnership

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Good Drugs Gone Bad changes the face of Rx Prevention Education



Drug Prevention Committee leaders have been instrumental in the evaluation and revision to Winnebago County's educational toolkit for Rx abuse/misuse prevention. GDGB now features a video narrative of Town of Menasha PD Officer, Jason Weber with ready-made power points and tips to support successful presentations. If you

are interested in teaching those in your workplace, campus, neighborhood pick up this toolkit for only \$5 by contacting jweber@town-menasha.com

Marathon Challenge Results



The Physical Activity Committee organized the Fox Cities Marathon re:TH!NK Challenge. Each committee could organize a team, join up with other committees or partners, or participate individually to get out and show what being

active looks like. There were six re:TH!NK committees represented during the weekend! More info about who participated and pictures can be found on the [Activity and Recreation Initiatives](#) page on our website. Thanks to Molly Butz and Sandy Campbell for helping to organize the challenge.

Save the Date:
Wednesday November 9
Learn your "color" at this
interactive training!
Details available [HERE](#).

Well Oshkosh



re:TH!NK has partnered with [Well Oshkosh!](#) The goal of Well Oshkosh is to connect local businesses, organizations, and schools, to improve the health and productivity of their workforce, reduce healthcare costs, and further cement the image of Oshkosh as a great place to live and work. re:TH!NK and Well Oshkosh are working together to offer resources, like tool kits and fact sheets, trainings, like lunch-n-learns and demonstrations, and technical assistance with creating wellness plans and programs and implementing action plans. [Contact Well Oshkosh](#) for more information on joining. Or [contact re:TH!NK](#) for more information on the assistance we can offer your business or organization.

24/7 Mandated Sobriety program

The recently implemented program fueled by the Advocacy Committee and the Winnebago County Sheriff's Office is set up to reduce the recidivism rate of OWI's. With mandated check-ins and court ordered treatment, the OWI offender will obtain some help while being held accountable to increase community safety. To date, over 80 participants are part of this offender-paid program. For more info attend the Advocacy Committee's upcoming meeting on Nov. 9th 11-12:30 at the JP Coughlin Center, 625 County Rd Y, Oshkosh, WI.

How Talk Turns into Action

Are you interested in learning more about how we propose to create a healthier environment? Our 2011-12 Action Plans can be viewed at rethinkwinnebago.org on the Action Plans page. These documents are our "road maps" for the work we're doing in the community. They guide us and keep us on track to implement evidence-based strategies to help the residents of Winnebago County be healthier!

Check us out on [Facebook](#) & [Twitter](#)
Also read our [Blog](#)

