

PHA

Partnership for Healthy Aging

Minutes
Monday, March 16th, 2009

Attendance: Peggy Kurth, ADRC-CW; Pam Frary, community member; Dr. Mark Capriolo, Ministry Medical Group; Joyce Groshek, community member; Anne Jefferson, ADRC-CW; Cheryl Steen, Aspirus Wausau Hospital; Yolanda Voigt, Aspirus Wausau Hospital; Jan Wieman, Marathon County Board of Health; Nancy Campbell-Kelz, Aspirus VNA Home Health; Ann Valentine, Physiotherapy Associates; Nadine Grusnick, Aspirus Wausau Hospital; Mandy Myszka, MCHD; Becky Huebner-Leu, Golden Living Centers.

1. Medication Bags/EMS outreach

A summary was given to the PHA workgroup on the meeting with Wood County Fire Departments including Marshfield, Wis Rapids and Pittsville. The Fire Chiefs were very interested in what services are available in the community for older adults who are falling. Feedback from this group will be used in contacting Marathon County Fire Chiefs.

Nancy explained how the medication bag project started in Taylor County with the bags being distributed to meal sites and health fairs. Along with the bag each person received some education on the importance of keeping medications together and how to properly dispose of them. In Taylor County they distributed 400 bags. Possible funding sources are RTAC, Aspirus Foundation, Ministry and Marshfield clinic. In Taylor County they also did PSA's that had corporate sponsorship on falls prevention tips. The project is in the process of compiling the data from the project.

A sub-committee will meet to start working on creating a timeline and procuring funding. Target date is September 2009.

2. Physical Activity: the Arthritis Pain Reliever

Work continues to proceed with the Arthritis educational campaign. Collaboration between the ADRC-CW, Marathon County Health Department, Healthy Eating Active Lifestyles (HEAL), Healthy People Wood County, Wood County Health Department and the Bicycle/Pedestrian Sub-Committee of the Marathon County Metropolitan Planning Organization is in process to coordinate various aspects of the campaign.

Media arrangements so far include: agreements with three local television stations to film and air spots; contracts with four area radio stations to run spots; interviews are being scheduled for radio and television; articles will be run in Gannet Newspapers and Around the Kitchen Table (ADRC-CW news paper). A mailing of the arthritis brochure and poster is in the process of being distributed to 1,293 businesses, organizations and health clinics within Marathon and Wood Counties. These businesses have the option of contacting the ADRC for supplies of the educational materials to distribute.

Placemats are also being created with information about arthritis and physical activity and available community resources. These placemats will be distributed to participating area restaurants for use during May 9th – 16th. Planning is underway to promote Bike and Walk Week during May 9th – 16th, encouraging people to bike or walk to their workplace, the store, or simply in the neighborhood during that week, and promoting the importance of physical activity in general.

The evaluation piece of the campaign involves tracking the number of educational materials distributed, estimating audience viewing of media messages and gathering key informant information. The campaign will be completed on May 31, 2009.

3. Review marketing materials

The group reviewed the 8 ½ x 10 posters including the logo and each of the risk factors. Suggestions included making the telephone number and logos larger.

4. Strategic Plan

The 2007-2008 strategic plan was distributed and reviewed for completion. Two areas completely addressed including CBRF staff training and introducing falls prevention formats to be used in physician offices. The 2009 draft plan was distributed which is formatted around the goals and objectives of the LWFF prevention project timeline.

Peggy explained that the current grant funding the Community Health Educators is from the State ADRC Prevention Project Funding. This funding will not be available in the next funding cycle of 2010-2011.

PHA decided to accept a one year strategic plan, while funding issues are explored. In fall, the workgroup will strategize on how to continue in 2010.

Next Meeting: Monday, April 20th, 2009
3:00 – 4:30 pm.
Wellness Room, ADRC-CW, 1000 Lakeview Drive, Wausau