



Wellbeing Advisory Committee

Water Administration Building, Steven J. Cook Memorial Conference Room South

Wednesday, January 10, 2018

12:00 pm

MINUTES

Committee Members present: Emily Barnard, Steve Dolezal, Kaitlin Emrich, Heather Fleming, Kelsey Logan, Sofia Mehaffey, Stephanie Neff, Mindi Dixson

Committee Members absent: Mindi Dixson, Shannon Keller

Staff Members present: Sandi Fowler, Maria Johnson, April Wing

Stephanie Neff called the meeting to order at 12:05 p.m.

Kaitlin Emrich moved to approve the minutes. Heather Fleming seconded. There were no objections to the December 19, 2017 meeting minutes. Motion passed.

During public comment Amber Henline reintroduced herself and announced that the Wellness Center will be offering WELLtalks at Happier Hour at the NewBo City Market next Thursday, January 18.

Each subcommittee gave an update on the workplan items they are responsible for. Heather Fleming & Kaitlin Emrich updated the committee on the continued work of the worksite group. Heather Fleming noted the worksites are meeting quarterly for their roundtables meetings. Kaitlin Emrich announced that the Corridor Business Journal has eliminated the award portion of the annual Healthcare Summit so Linn County Public Health will host a separate awards breakfast on June 21 from 8-10:30 am. It has currently been renamed Cedar Rapids Area Wellness Worksite Summit. Final details are still being worked through. The application will be distributed and marketing will begin the week of January 22. Sponsors are currently needed. The Committee discussed options for how to connect this event with Healthy Hometown.

The Citizen Engagement subcommittee stated that Stephanie Schrader has been continuing engagement efforts through social media and the wellness newsletter. They noted that #3 & #6 on their work plan is currently on hold until further decisions are solidified with transitioning to Healthy Hometown.

Stephanie Neff gave an update on Community Policy stating the school district has placed an emphasis on wellness policies with staff modeling healthy behaviors for the students. They have received a Healthy Schools Award through Healthy Hometown. All Wellness Advisory Committee members are invited to attend the event on February 15 from 5-7 pm in Ankeny. The City will coordinate travel and pay for members to attend. Stephanie Schrader will send the Committee updated information. Kaitlin Emrich announced Rachel Schram, Health Education Specialist with Linn County, has attended a walking college to learn about walking audits and how to make communities more walkable.

Sandi Fowler updated the Committee that Stephanie Schrader continues to work with City Recreation staff on healthy concessions and noted that the data collected from the Public Health intern was very helpful in staff making informed decisions on incorporating healthy options into concession stands throughout the city at pools and other recreation events.

Stefanie Neff explained the school district is incorporating a “farm to school” concept and will offer locally grown food on the food line starting with two elementary schools. The week of March 19, a local farmer will come to these schools and talk to the kitchen staff on how to prepare beans and the kids will also have an opportunity to meet the farmer.

Maria Johnson, Communications Manager for the City, shared her marketing and communications plan for transitioning and introducing Healthy Hometown to the community. She asked for the Committee’s assistance with example actions for the three key messages: Eat Well, Move More, and Feel Better. Some examples are as follows:

- Eat well: provide healthy choices at city concessions and expand to other venues.
- Move more: walking schools buses and built environments including trails and bike lanes.
- Feel better: Happier Hour at NewBo Market (social connectedness), Library programming, social organizations and clubs (right tribe).

The Committee agreed with the listed objectives on page 2 of the communications plan.

Maria also asked the Committee to brainstorm kickoff ideas. Some ideas the members came up with was to keep a Healthy Hometown event calendar that lists various wellness related events hosted throughout the city starting the end of April through May. Events included Healthy Kids day through the YMCA, various organizations/businesses challenging each other and Run CRANDIC. It was suggested to provide window clings as a marketing tool with the new Healthy Hometown logo currently being created by the City.

Upcoming items to discuss include options for strategic planning dates with Wellmark and reviewing a draft logo and draft calendar of events to kickoff Healthy Hometown.

The next Wellbeing Advisory Committee meeting will be held February 14, 2018.

The meeting adjourned at 1:00 p.m.

Respectfully submitted,
April Wing
City Manager’s Office