

## **Waukesha County Nutrition Coalition Minutes June 26, 2018**

**Attendees:** Molly Bissen - The Women's Center; Sally Buchholtz-ProHealth Care; Maggie Carrasquillo- La Casa de Esperanza; Carly Fortier-Waukesha County Community Dental Clinic; Mike Glasgow, Nicole Kelly- ADRC; Julie Goedheer- Healing Hearts of Waukesha County; Jill Herz, Jen Whitty- UW Extension; Maureen Harbeck-Blessings in a Backpack; Barb Jacob- New Berlin Food Pantry; Geraldine McGrorty- Eagles Wing; Nancy Muñoz-Catholic Charities; Amber Mussomeli- The Salvation Army; Christine Vitrano- Energy Services; Jennifer Waltz- Sussex Outreach Services; Rosa Zibell – St Joseph's Medical Clinic.

### **WCNC Food Security Expo Discussion:**

#### **Q: The WCNC has been brainstorming ways to increase awareness and utilization of food pantries in Mukwonago and Sussex. How could we do this?**

Discussed possible marketing efforts to reach ALICE populations (Asset Limited Income Constrained, Employed):

How pantries currently communicate/market to eligible populations: Primarily 211 referrals, word of mouth (neighbors, schools). Mukwonago serves more seniors due to location next to an elderly complex. Sussex reaches more children. Individuals are eligible to come to pantry 1x month in Mukwonago, 2x month in Sussex. Geographic area- Sussex: Hamilton school district. Mukwonago: Mukwonago, Big Bend, some East Troy, some Eagle.

Discussion of barriers/stigma for ALICE populations: "Everybody needs a hand up sometimes." Some locations have some foods on site so people can grab food without visiting a pantry (e.g. Women's Center has a bread shelf). Marketing efforts will be needed in Spanish as well as English. Would it be possible to communicate information through employers? May be less stigma that way. Trust component is a barrier. Possibilities could be Quad Graphics in Sussex, mom and pop shops (there are restrictions at Walmart, GoodWill, Pick N Save). Could communicate with low-income housing managers- post in their buildings. Social media? Church bulletins? Mail? Flyers and newsletters through agencies? Agencies around the table could help each other and make referrals.

Could start a campaign such as a social media campaign, where all WCNC agencies could help push out a message. What do we market? Who does it?

#### **Q: The idea for a Food Security Expo came from a meeting a few months ago. What will this look like? Who is the target audience for the expo?**

Discussion: Expo building space is no charge, expo will do setup/takedown and trash removal. Save the Date: September 27<sup>th</sup> in the afternoon, probably 1-3 pm. Each agency has 6-8 foot table. Bring your own tablecloth. Will check on electricity, chairs, and whether we can bring our own food samples/water. Expo will be an opportunity for us to showcase WCNC resources. Should be focused on nutrition and how we combat hunger and food insecurity. Audience: not for clients- for service providers. Who we are going to invite? Representatives from local governments and school boards, police, fire, agencies, for-profit executive groups that own housing, WCTC, UW-Waukesha, parish nurses, churches. For WCNC agencies with a booth at the expo: bring numbers of who you serve and where, in order to communicate this information with attendees. Perhaps we could find a speaker so that people could come and learn something about hunger/nutrition. Someone from SNAP/School Nutrition? Could consider a local celebrity such as a mascot/ sports player. Please email Mike, Molly if you have ideas for a speaker. Will need to work on an advertisement/pamphlet of some sort, the sooner the better.

### **Agency Updates:**

**ADRC- Mike Glasgow:** 150 senior farmers market vouchers remaining. If you have 8-10 seniors at your site that are eligible (over 60, low income), the ADRC will visit your site to distribute them. Call ADRC for more info.

**The Women's Center – Molly Bissen:** Advocate training occurring on July 20-21 and 28-29. It is a 20-hour training on how to be an advocate at the Women's Center. In September, will be doing another round of job seminar training for any clients interested in learning about resumes, interviewing skills, etc.

**Healing Hearts of Waukesha County- Julie Goedheer:** Nothing new to report.

**Blessings in a Backpack-Maureen Harbeck:** Fundraising gala will be on October 13 at Country Springs (distributed flyer).

**La Casa de Esperanza—Maggie Carrasquillo:** Michael at Food Pantry of Waukesha County recently provided an orientation for La Casa staff. On Thursday, will be starting another series of nutrition classes. Early Head Start program at La Casa is home-based for pregnant moms, Birth-3 and center based- 6 weeks- 3 years old.

**ProHealth Care- Sally Buchholtz:** This summer, offering new food service program called Summer Food Summer Fun in partnership with Wisconsin DPI, located at Waukesha Memorial- healthy free meals for kids and teens starting June 11, until the end of August.

**UW-Extension FoodWise – Jill Herz:** Summer youth programs are ongoing. Visiting 8 parks/cool schools 1-2x per week to do a nutrition lesson.

**New Berlin Food Pantry- Barb Jacobs:** Postal drive was successful—received about the same as last year. Quieter during the summer.

**St Joseph's Clinic - Rosa Zibell:** Current executive director is interim; will be for a few weeks until finding a new executive director. The position is listed online on Jobs that Serve. Hired a realtor to find a new clinic location. Considering partnership with other agencies or building as well. Getting ready for gala, which is in September.

**Eagles Wing Clinic- Geraldine McGrorty:** New physician on staff, so now will have 2 physicians. Also chiropractor, RN, social worker. Free labs and x-rays in partnership with ProHealth in Mukwonago. Adult clinic- do not turn anyone away.

**UW-Extension Health & Well-Being– Jen Whitty:** Continuing Strong Bodies Program- helping middle-aged and older adults stay strong and independent in their homes. Working with ARCH, which provides camp programming for youth and adults with disabilities in Menomonee Falls. Doing nutrition education there 1x/week.

**ADRC- Nicole Kelly:** Nicole is Marketing and Outreach Coordinator for ADRC. If your agency is interested in having someone visit 1x/month, let ADRC know. Distributed flyer on financial abuse in elderly community.

**Salvation Army- Amber Mussomeli:** the snack pack program at Whittier has ended now that school is out. Feed the Kids program has started at Sentinel Park—open to all ages. Currently youth programs, day camp, summer camp all in full swing. Successful postal food drive this year.

**Energy Services- Christine Vitrano:** Heating season has ended. Contact Energy Services if you know someone who needs help with a crisis situation. Will start in September again-mail application will go out.

**Mukwonago Food Pantry- Christine Vitrano:** About 9000 lbs food from postal food drive. In August, will be having "fashion show" with donated items from antique store as a fundraiser. Senior BBQ went very well.

**Sussex Outreach Services- Jennifer Waltz:** Senior BBQ went well- distributed senior farmers market vouchers. Free lunches for kids at Village Park through August 3rd. Starting to collect for August 9<sup>th</sup> backpack program. Also starting up Shopko shoes program in August. Partnering with Blessings in a Backpack, which will start again in the fall.

**Catholic Charities- Nancy Munoz:** Will soon have new brochures in English and Spanish.

**Waukesha County Community Dental Clinic- Carly Fortier:** Opening new clinic in Menomonee Falls in July- no exact date yet. Hoping to have new brochures by next meeting.

## **NO JULY MEETING**

**Next Meeting: August 28, 2018 Topic: TBD**