

Wisconsin Rural Hospital Flexibility Program
Rural Communities Grant Program 2009-10

GRANT APPLICATION COVER SHEET -- Attachment A

Project Title: Small Business Worksite Wellness Project Coalition Name: Green Lake Area Health & Wellness Coalition
Planning Grant Or Implementation Grant (select one) Amount Requested: \$4986

1. Applicant Organization (entity with which the grant contract is to be executed)

Legal Name Green Lake County Department of Health & Human Services
Address PO Box 588
500 Lake Steel Street
Green Lake, WI 54941
Phone 920-294-4070 FAX 920-294-4139

2. Administrator, Executive Director, or CEO

Name Kathy Munsey, RN
Title Health Officer
Phone 920-294-4070
Email kmunsey@co.green-lake.wi.us

3. Contact Person for Application

Name Molly Spaulding
Title Wellness Coalition Chairperson
Phone 920-294-4039
Email mspaulding@co.green-lake.wi.us

4. Person authorized to sign the grant contract

Name Kathy Munsey
Title Health Officer

5. Federal ID # of applicant organization:

39-005700

6. List all active partners (those responsible for activities and/or contributing matching/in-kind contributions). Use an additional page if necessary—this will not count against your page total:

Kathy Munsey, RN, Green Lake County Health Officer

Marilyn Voeltner, Green Lake County Health Educator

Molly Spaulding, Family Living Agent UW-Extension

Lindsay Loewe, Mental Health/Substance Abuse Cslr.

Danielle Krueger RD Berlin Memorial Hospital

Mary Mellenthin, Dir. Occ. Health Ripon Hospital

Ellen Koeppen, Green Lake Chamber Exec. Director

I certify that the information contained within this application is true and accurate to the best of my knowledge. I submit this application on behalf of the applicant organization.

Signature

Kathy Munsey

Date

July 24, 2009

B. Executive Summary

The rising cost of health care is a serious concern for residents of Green Lake County, and staying healthy is of prime importance. A healthy workforce is as crucial to the success of any business as it is to an individual's quality of life. One proven way to promote healthy lifestyle choices and behaviors is through a worksite wellness program. Although small business owners may recognize the importance of having healthy employees, they often do not have the time or the means to make employee health a top priority. In Green Lake County, small businesses typically do not provide a formal wellness program; many do not even have a Human Resources Department or Employee Assistance Programs that can deliver necessary wellness information. Additionally, many small employers in Green Lake County do not offer health insurance as a benefit to their workforce. For these reasons, a real need exists to help small business owners understand the importance of worksite wellness and to provide low-cost or free resources for health promotion among small businesses.

Green Lake County has only two worksites with more than 250 employees, while the majority of employers in the county maintain a workforce of less than 50 employees. The goal of the Green Lake Area Health and Wellness Coalition's proposal, entitled *Small Business Worksite Wellness Program*, is to improve the health status of county residents by developing a resource kit specifically designed to help small employers in Green Lake County implement worksite wellness initiatives. The coalition will assess local small employers and their employees to determine needs, motivation, and barriers to implementing worksite wellness initiatives through a series of focus groups. Coalition partners with expertise in nutrition, mental health, and health promotion will then develop or modify existing worksite wellness resources to address needs identified in the focus groups.

The resource kit will then be piloted with and evaluated by small business owners and their employees. At the conclusion of the planning grant, a final version of the worksite wellness resource kit will be ready for implementation at local businesses. The Green Lake Area Health and Wellness Coalition is excited to develop a resource that addresses the unique needs of small businesses in our community and helps them foster an environment that promotes health for their employees.

C. Coalition Information

The mission of the Green Lake Area Health and Wellness Coalition (GLAHWC), which was officially convened in January 2006, is to promote and encourage active and healthy lifestyles of residents in Green Lake County and the surrounding communities. Coalition members include local health care practitioners, health care organizations, the Public Health Department, schools, UW-Extension, long-term care providers, domestic abuse services, faith-based representatives, Human Services staff, and community members with an interest in health promotion. Like many individuals in small, rural counties, GLAHWC members often represent more than one agency or have multiple roles within an agency. Similarly, several coalition members are also small business owners, entrepreneurs, or agricultural producers, which add a unique flavor to the coalition's outlook on health promotion.

In 2007, the coalition received grant funding in partnership with the Green Lake County Health Unit to target county employees with worksite wellness initiatives. The efforts included health screenings, employee education and newsletters, lunch and learn sessions, after-work physical activity opportunities, policy development, and inter-departmental contests with incentives. Funding was also received from the county health insurance provider to continue employee health promotion efforts. As one of the largest employers in the county, government employees provided a venue to efficiently deliver worksite wellness activities. However, the majority of employers in Green Lake County are small, many do not provide employee health insurance, and do not have resources, staff, or experience in implementing wellness endeavors.

Therefore, the GLAHWC would like to take the knowledge gained through the worksite wellness initiative with Green Lake County Government employees and expand their efforts to target small employers throughout the county. Coalition members and their project roles include the following:

1. Marilyn Voeltner, Health Educator, Green Lake County Health Unit. Project Management--Oversee the coordination, implementation, evaluation of all activities. Provide educational resources and organize activities such as focus groups.

2. Kathy Munsey, Green Lake County Health Officer. Health Advisor and Financial Supervisor--Provide fiscal oversight of the project. Assist in coordination, implementation and evaluation of all activities.

3. Molly Spaulding, Family Living Educator, UW-Extension. Evaluation and Educational Resource--Communicate goals and objectives of the coalition, development of focus group guide, conduct focus groups, evaluate focus group data, research on evidence-based worksite wellness interventions and adult learning principles.

4. Mary Mellenthin, Dir. Of Occupational Health & Wellness, Ripon Medical Center. --Material development related to occupational wellness, printing, publicity, and recruitment.

5. Danielle Krueger, Dietitian, Berlin Memorial Hospital. Nutrition education--Development of “lunch and learn” sessions, articles, food and nutrition resources.

6. Lindsay Loewe, Mental Health/Substance Abuse Counselor, Green Lake County Health and Human Services. Mental Health education--Development of resources for stress, depression, healthy relationships, substance abuse, and effective coping skills.

D. Problem/Need Being Addressed

Green Lake County is a small, rural county, with its largest city having a population of slightly over 5,000. By far the largest employers in the county come from the public sector--the schools and city and county government.

Only two of the county’s private employers have over 250 employees--Community Health Network with over 500 employees, and Citation Foundry with over 250 employees. The remaining county private employers are much smaller entities; in fact, the majority of employers have 50 or fewer employees.

Like their larger counterparts, small business owners face many of the same challenges: How to maintain profitability in the face of escalating production costs and a slumping economy; how to keep quality employees without being able to provide many of the benefits available to larger businesses; how to encourage aging employees to stay healthy and productive.

On a positive side, small businesses in Green Lake County share strong working relationships with each other as well as with the larger employers. There is a genuine sense of community in this area and good personal connections between employers and employees. In addition to being associates, they are also often friends and/or relatives.

The high cost of health care is a serious concern for all county residents, and obviously staying healthy is of prime importance. A healthy workforce is as crucial to the success of any business as it is to an individual’s quality of life. One proven way to promote healthy lifestyle choices and behaviors is through a worksite wellness program. Unfortunately, most small businesses have financial constraints that prohibit them from implementing formal wellness programs. These small businesses do not have a Human Resources Department or Employee Assistance Programs that can provide necessary wellness information. Then, too, although small business owners may recognize the importance of having healthy employees, they often do not have the time or the means to make employee health a top priority. For these reasons a real need exists—to help small business owners realize that worksite wellness is important, and to provide assistance in promoting wellness at their worksites.

According to the 2008 UW Population Health Institute report, Green Lake County ranks 59th (out of 73) in health outcomes and 69th (out of 73) in the category of health care. These rankings indicate county residents are not making their own health a top priority. The report reinforces the need to raise awareness regarding the importance of taking lifelong preventive measures to stay healthy.

In 2007 the Green Lake Area Health and Wellness Coalition (GLAHWC) assisted with the *Green Lake County Health Needs Assessment*, which utilized available demographic, socioeconomic, and health data, a phone survey conducted with 400 households, paper copy surveys of over 300 individuals, and other available information to set health priorities for the community. Overweight and obesity, lack of physical activity, and corresponding health outcomes such as diabetes, hypertension, and heart disease were important health priorities identified by *both* the data and the community survey input. However, GLAHWC members reported that traditional outreach to address these health issues, such as holding community classes or sponsoring educational events, typically did not have adequate attendance from local residents. Therefore, with this proposal, we hope to reach out to adults at their worksites.

One of the primary reasons for the formation of the GLAHWC was to establish a core group that could combine resources for the good of the surrounding community. That is the approach of this proposal—to utilize existing resources and work collaboratively on a county-wide health concern. We want our small business employers to understand the importance of worksite wellness and the benefits it offers them as well as their employees. To accomplish this, we need to communicate with those employers to determine their specific needs. We also want to compile a list of existing community resources and available programs that can address those needs. We will consult with local businesses that already have a worksite wellness component and incorporate their ideas. We will refer to the state’s worksite wellness resource kit for guidance in providing evidence-based options that are low cost and easy for small businesses to implement. The intent is to produce a community-based, practical worksite wellness toolkit with low cost or free options specifically designed for and available to small businesses in Green Lake County.

We hope our efforts will have a ripple effect, beginning with the coalition’s collaborative outreach to small business owners and community Chambers of Commerce, to employees, and ultimately to their families. It will be a grassroots campaign to raise awareness, share resources, and improve wellness.

E. Work Plan

Project Goal:	To improve health status of adults in Green Lake County by developing a community-based, practical resource kit with low cost or free options specifically designed to help small employers in Green Lake County implement worksite wellness initiatives.		
Outcome Measure:	By August 2010, a sample worksite wellness resource kit will be ready to pilot test with small employers in Green Lake County.		
Objective 1:	To assess local small employers and their employees to determine needs, motivation, and barriers to implementing worksite wellness initiatives.		
Outcome Measure:	By February 2010, three focus groups with small employers and their employees will be conducted to ascertain necessary worksite wellness data.		
Activity	Timeframe	Responsible Person	Anticipated Outcomes and Evaluation Plan
1.1- Develop focus group guide	November 2009	Molly Spaulding	1.1 Guide will be developed by Spaulding/coalition members and reviewed by UW-Extension evaluation specialist by November 2009. Guide will include questions on aspects of implementing a worksite wellness program (including employee recruitment, cost, scheduling, health education needs, learner preferences, and delivery methods).
1.2 – Recruit employers and employees to participate in focus groups	November 2009	Marilyn Voeltner, Mary Mellenthin	1.2 Minimum of 10 small employers and their employees recruited for <i>each</i> of 3 focus groups.
1.3 – Conduct focus groups	December 2009 and January 2010	Molly Spaulding	1.3 Attendance will be recorded at each of the 3 focus groups held by the end of January 2010. Through the focus group process, employer/employee needs regarding worksite wellness programs will be verbalized and recorded.
1.4 – Analyze and interpret focus group data	February and March 2010	Marilyn Voeltner	1.4 Employer/employee needs identified through focus group will be categorized into themes. By March 2010, themes and other input garnered from focus groups will be shared with coalition members.

Objective 2:	To develop components of a resource kit for worksite wellness to address needs identified in focus groups.		
Outcome Measure:	A minimum of 6 resources will be developed by Green Lake Area Health and Wellness Coalition members by April 2010.		
Activity	Timeframe	Responsible Person	Anticipated Outcomes and Evaluation Plan
2.1 – Nutrition Education material development	April - May 2010	Danielle Krueger	2.1 Nutrition needs identified through focus groups will be addressed through the development of at least 2 nutrition education resources. Resources will be developed in April and early May 2010 and shared for input at the May 2010 coalition meeting.
2.2 – Mental Health material development	April – May 2010	Lindsay Loewe	2.2 Mental Health needs identified through focus groups will be addressed through the development of at least 2 resources. These will be developed in April and early May 2010 and shared for input at the May 2010 coalition meeting.
2.3 – Additional material development	April – May 2010	Marilyn Voeltner, Molly Spaulding, Kathy Munsey, and Mary Mellenthin	2.3 At least 2 resources will be developed to address additional needs identified through the focus groups. These resources will be developed in April and early May 2010 and shared for input at the May 2010 coalition meeting.
Objective 3:	To pilot test components of a resource kit for worksite wellness to address needs identified in focus groups.		
Outcome Measure:	By June 2010, 6 components of a resource kit for worksite wellness will be pilot tested with small employers in Green Lake County.		
Activity	Timeframe	Responsible Person	Anticipated Outcomes and Evaluation Plan
3.1 – Reconvene small employers to pilot test components	June 2010	Marilyn Voeltner, Molly Spaulding, Kathy Munsey, Danielle Krueger, and Lindsay Loewe	3.1 A minimum of 20 of the original focus group participants will be reconvened in June 2010 to evaluate the resource kit components. Components will be shared or demonstrated for participants; participants will then rate the components and provide additional feedback.
3.2 – Refine and finalize components for resource kit	July – August 2010	Marilyn Voeltner	3.2 Components will be modified to address input received from participants during July and August. A final version of the resource kit will be shared at August 2010 coalition meeting.

F. Evaluation Plan

The evaluation plan specific to each of the activities for the Small Business Small Business Worksite Wellness Project is listed in the category titled “Anticipated Outcomes and Evaluation Plan” in the chart above. In activity 3.1, focus group participants (small business owners and their employees) will be reconvened in June 2010 to provide input into the components of the worksite wellness resource kit. They will be asked to rate the usefulness and applicability of each component using a 5-point Likert scale and to provide additional qualitative feedback on each component. This review of the resource kit by employers and employees will serve as the final evaluation of the grant project.

G. Budget

Small Business Worksite Wellness Project Budget				
BUDGET CATEGORY	DESCRIPTION	GRANT REQUEST	MATCHING/IN-KIND CONTRIBUTIONS	TOTAL PROJECT EXPENSE
Wages	Coordinators Wages for 3 hours per week x 52 weeks at \$26/hour.	\$4056	\$0	\$4056
	Health Officer oversight 2 hours per week for 52 weeks at \$48/hour including benefits	\$0	\$4992	\$4992
Fringe Benefits		\$0	\$0	\$0
Travel	50 miles per month x \$.55 per mile	\$330		\$330
Equipment		\$0	\$0	\$0
Supplies	Food for 3 Focus Groups (30 people x \$10 per person) and one Final Pilot Program Meeting (30 people x \$10)	\$600	\$0	\$600
Consultants/ Contracts	Ripon Medical Occupational Health	\$0	\$500	\$500
			\$500	\$500

	Berlin Hospital dietary program development	\$0		
	UW-Extension training and conducting focus groups	\$0	\$1620	\$1620
	Green Lake County Clinical Services Unit for program development services	\$0	\$700	\$700
	Green Lake Chamber of Commerce will assist with focus group activities	\$0	\$500	\$500
Other Costs	Advertising, postage, paper	\$0	\$100	\$100
TOTAL		\$4986	\$8912	\$13,898

Budget Narrative:

The total proposed budget for this planning project is \$13,898 of which \$8912 is in-kind match including use of department computer, paper and postage and other office supplies as well as a significant amount of staff time for consultation by coalition members. Expenses will primarily cover the cost of a part-time coordinator, food for the focus groups and mileage for the coordinator to travel to businesses and to the focus group meetings. We plan to have the coordinator organize 3 focus groups in 3 separate geographic locations in the county with hopefully 10 businesses attending each session for a lunch meeting to extract information on what they would find helpful in a Worksite Wellness Toolkit for small businesses. The coordinator will work with coalition members to then develop the kit and the focus groups would be reconvened to pilot the tool.

GREEN LAKE COUNTY
DEPARTMENT OF HEALTH & HUMAN SERVICES

HEALTH & HUMAN SERVICES

500 Lake Steel St.
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FOX RIVER INDUSTRIES

222 Leffert St.
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July 17, 2009

Kevin Jacobsen:
Rural Communities Program Manager
Wisconsin Office of Rural Health
UW School of Medicine and Public Health
310 N. Midvale Boulevard, Suite 301
Madison, Wisconsin 53705

Dear Mr. Jacobsen and Selection Committee:

As the Health Officer in Green Lake County, I see an overwhelming need to assist our small local businesses in promoting health and wellness with their employees. The Worksite Wellness Project being proposed by the Green Lake County Department of Health and Human Services and the Green Lake Area Health and Wellness Coalition in conjunction with Berlin Memorial Hospital, will be an excellent starting point for these businesses. The planning grant will allow local businesses an opportunity to make suggestions on types of programming they would like to see. Due to the small size of many of our businesses, they do not have the resources to implement a wellness program. We could provide many self-care programs, reference materials, websites and cost saving ideas that will make the business and its employees healthier. These small measures could also save costs in health insurance premiums, sick time pay-outs and worker's compensation claims.

I would be willing to not only help oversee the project, but also provide continued guidance and be the fiscal agent for this grant. I anticipate that I would spend approximately 2 hours per week for 52 weeks at \$48/hour including benefits for a total in-kind contribution of \$4992.

I have been a part of the Green Lake Area Wellness Coalition since its inception and I can assure you that this is a very dedicated and passionate group when it comes to improving the health in our community. I hope that you will fund this planning grant so this group can implement a wellness program that will have a most positive and healthy impact on the businesses and employees in Green Lake County. Thank you for your consideration.

Sincerely,

Kathy Munsey
Kathy Munsey, RN, Health Officer



Berlin Memorial Hospital

Date: 07/22/09

To the Grant Selection Committee:

As a registered dietitian with Berlin Memorial Hospital, a member of Community Health Network, I am writing to lend my strong support to the planning grant application for the worksite wellness project being submitted by the Green Lake Area Health and Wellness Coalition. I have been an active member of the coalition since it began in 2006 and have partnered with coalition members to promote healthy nutrition among residents in our local area.

Much like the rest of Wisconsin, we have increasing rates of overweight and obesity among all age groups in our community. We also have higher than average rates for tobacco use, diabetes, and heart disease. In my experience, the lifestyles of many adults do not include "extra" time to attend educational sessions or workshops to help them improve their health status. Reaching out to adults through their employer presents a new avenue for providing health education. In our region, we have very few large employers – the majority of worksites have a small workforce. It is vital that we reach out to these small employers and encourage them to promote on-site educational opportunities for their employees. By targeting smaller employers and encouraging them to promote health and wellness for their employees, our coalition's worksite wellness project will truly have a positive impact on the health of our community.

As part of the worksite wellness project, I will be utilizing my nutrition expertise to develop resources for nutrition education at worksites. I anticipate spending approximately 20 hours over the course of the grant period, which is valued at about \$500 towards the development and dissemination of nutrition education resources. I will be donating this time to the worksite wellness project as an in-kind contribution.

I am excited about the potential opportunity to extend health and wellness promotion to worksites in our community and sincerely appreciate your consideration of the Green Lake Area Health and Wellness Coalition's worksite wellness project grant application. Thank you!

Sincerely,

Danielle Krueger, RD CD
Berlin Memorial Hospital
Community Health Network

GREEN LAKE COUNTY
DEPARTMENT OF HEALTH & HUMAN SERVICES

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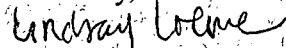
Dear Mr. Jacobsen:

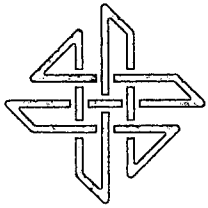
As a member of the Green Lake Area Health and Wellness Coalition (GLAHAWC), I support the Worksite Wellness Project being proposed by the Green Lake County Department of Health and Human Services and the Green Lake Area Health and Wellness Coalition. My background is in Mental Health and Substance Abuse which are issues that many employers have to deal with on a regular basis. I will work with coalition members to develop a toolkit that can provide helpful information related to Mental Issues such as stress, relationships etc. In addition I can help with the development of an easy screening tool that employees can use to evaluate alcohol and substance abuse issues for themselves or family members.

Many of our businesses in the county cannot afford to have Employee Assistance Programs and this would be a very low-cost solution to providing some wellness tools that may help employees' mental health and well-being. I could provide in-kind costs related to project development. This would include approximately 20 hours of consulting at \$35/hour for a total of \$700.

I am passionate about the importance of mental and emotional health. It is my goal to help bring these issues to the forefront of prevention efforts in healthcare. I will do what I can to promote the Worksite Wellness Project and hope that your organization will fund the planning grant so we can fully implement it in our county to improve physical and mental health for all employees and their families.

Sincerely,


Lindsay A. Loewe
MSAT, PC, SAC-IT



Ripon Medical Center

Occupational Health & Wellness

July 23, 2009

To the Wisconsin Office of Rural Health Grant Selection Committee:

I am writing today to encourage your support of the Worksite Wellness project planning grant being submitted by the Green Lake Area Health and Wellness Coalition. Ripon Medical Center (RMC) has been an active member of the wellness coalition since its inception and I've had the opportunity to participate personally from with the committee when addressing health issues affecting business and industry.

The coalition's mission, "to promote active and healthy lifestyles of area residents," fits well with the RMC goal of engaging our community to promote health. With the Worksite Wellness project, the coalition will focus health promotion efforts on area businesses and their employees. Assisting businesses to address health and wellness at the workplace makes total sense and is win-win for everyone, the employer, the employee and the community.

As the Director of Occupational Health & Wellness at RMC, I have worked with many area businesses in providing specific health and wellness services such as "Lunch & Learns", Employee Assistance Programs, health screens, health fairs, displays, first aid/CPR training, newsletters, and more. Building on these experiences as well as the knowledge and training I have as an occupational health nurse, I believe I can enhance the impact of the Worksite Wellness project grant. I am committed to partnering with other Green Lake Area Health and Wellness Coalition members as we carry out the Worksite Wellness project and anticipate that I will dedicate approximately 15 hours over the one-year grant period. This amounts to \$500 that I will put towards the grant as an in-kind contribution.

I look forward to the opportunity to connect with worksites in our community to promote health and wellness through the Green Lake Area Health and Wellness Coalition Worksite Wellness project. Thank you for your consideration of this grant application.

Sincerely,

Mary Mellenthin, RN, COHN-S
Director, Occupational Health & Wellness
Ripon Medical Center



GREEN LAKE COUNTY COUNTY BOARD CHAIRMAN

Orrin W. Helmer
County Board Chair

Office: 920-294-4005
FAX: 920-294-4009

July 14, 2009

Kevin Jacobsen:
Rural Communities Program Manager
Wisconsin Office of Rural Health
UW School of Medicine and Public Health
310 N. Midvale Boulevard, Suite 301
Madison, Wisconsin 53705

Dear Mr. Jacobsen and Committee Members:

As the Chairman of the Green Lake County Board of Supervisors and member of Fox Valley Workforce Development, I support the efforts of the Green Lake County Department of Health and Human Services and the Green Lake Area Wellness Coalition to develop a tool for a Worksite Wellness Program for area businesses. As a rural community, it can be difficult to attract and keep businesses. Having a partnership where these entities can provide health promotion services to local businesses will be a definite plus.

Many studies have shown that wellness programs in the worksite can save money and more importantly, participation means you have healthier employees. With the economic times we are experiencing, we need to look at new ways to save money and keep businesses solvent. And, since we have so many small businesses in the county, we need to use local resources to promote health, since we don't have YMCA's or large fitness facilities, so we have to be creative. Having local coalition members, who live and work in the community and understand local issues, I believe they can create a successful product that will help local businesses be healthy and save money.

I hope you will fund this very important project as we look towards improving the health of all Green Lake County residents and those who work here.

Sincerely,

Orrin Helmer, Chairman
Green Lake County Board
492 Hill Street
PO Box 3188
Green Lake, WI 54941



Green Lake Area Chamber of Commerce

P.O. Box 337 • Green Lake, WI 54941

(920) 294-3231 • 1-800-253-7354 • Fax (920) 294-3415

E-Mail: info@visitgreenlake.com • Website: www.visitgreenlake.com

July 23, 2009

Kevin Jacobsen:
Rural Communities Program Manager
Wisconsin Office of Rural Health
UW School of Medicine and Public Health
310 N. Midvale Boulevard, Suite 301
Madison, Wisconsin 53705

Dear Kevin:

I am writing to express my organizations strong commitment to the Worksite Wellness Project being proposed by the Green Lake County Department of Health and Human Services and the Green Lake Area Health and Wellness Coalition. As the Executive Director of the Green Lake Chamber of Commerce, I interact with businesses from around Green Lake, Fond Du Lac, Waushara and Marquette counties. The majority of these businesses has less than 20 employees and would welcome assistance when it comes to providing additional health information to them.

The proposal could work to integrate wellness into the community by reaching out to businesses and their families thereby improving the overall wellness in our county and surrounding area. The Chamber would be willing to inform members of this program and tout the benefits of such a program. We would also be willing to assist with inkind costs of providing meeting space or staff to assist during focus group activities, sending out mailings and doing follow-up if needed. The estimated inkind costs for our services would be \$500.00.

The Chamber of Commerce realizes how important it is to have positive work environments and we feel that the proposed program will increase morale and health and encourage other businesses to the area when they see such benefits in the area. We look forward to working with the Green Lake County Health and Human Services and the Green Lake Area Wellness Coalition on this project and hope you will consider this worthy project for funding.

Thank you for your consideration of this very worthy project.

Sincerely,

A handwritten signature in cursive script that reads "Ellen Koeppen".

Ellen Koeppen
Executive Director
Green Lake Area Chamber of Commerce



Green Lake County Extension Office
492 Hill St.-Courthouse

Coopera

PO Box 3188
Green Lake, WI 54941
920-294-4032 / FAX: 920-294-4176

July 22, 2009

To the Wisconsin Office of Rural Health Community Grant Selection Committee:

As the Family Living Educator with the University of Wisconsin-Extension office in Green Lake County, I continually assess health indicators for my community. With an increasing prevalence of overweight and obesity, a high rate of tobacco and alcohol use, and low participation in regular physical activity, coupled with one of the highest percentage of uninsured adults in the state, Green Lake County faces an onslaught of health burdens. Since 2006, I have worked with community partners to address these health issues as part of the Green Lake Area Health and Wellness Coalition. Due to the collaboration achieved through the coalition, members have secured grant funds to hire an outreach diabetes educator, develop an after-school nutrition and physical activity program, implement an employee wellness initiative with Green Lake County Government, and organize several county-wide health education events. The community has also benefited from the referrals, networking, and consistent health messages that have resulted from the coalition's efforts.

The coalition is currently seeking support through this grant opportunity with their project, known as the Small Business Worksite Wellness Program, to expand their efforts to improve health in our local communities. I am confident that the coalition's goal of connecting with small employers to better understand their needs for worksite wellness will create momentum, excitement, and support for health among the workforce in our rural county. Using the data we receive from the employer focus groups, the coalition will refine existing worksite wellness materials, design new materials as needed, and deliver a product that will be affordable, effective, and accessible to small businesses in Green Lake County.

Utilizing my professional background connection with UW-Extension colleagues and specialists throughout the state, I will assist the Small Business Worksite Wellness Program in creating the focus group guide, conducting and evaluating the focus groups, and developing educational resources. I anticipate that I will spend approximately 60 hours of my professional time over the duration of the grant, the equivalent of \$1,620, which I will contribute as in-kind towards the project. I am looking forward to connecting with small employers to positively impact the health of the workforce throughout Green Lake County and greatly appreciate your time and consideration of this request for funding. If you have any questions or concerns, I would be happy to speak with you in further detail regarding my role in the Small Business Worksite Wellness Program. Thank you!

Sincerely,

Molly M. Spaulding, MPH, MS, RD
Family Living Educator
University of Wisconsin-Extension, Green Lake County
Chair, Green Lake Area Health and Wellness Coalition

Biographies

Marilyn Voeltner, Green Lake County Health Educator, has been coordinating Green Lake County's wellness worksite program since January 2006, when the county received the first of a series of grants from WCA Group Health Trust. A February 2009 article in the *Wisconsin Counties* magazine highlights the county's worksite wellness program. A former educator and journalist, Marilyn has worked on a variety of health initiatives since joining the Health Department in 2001, and is looking forward to assisting local small businesses implement inexpensive ways to improve employee health and wellness.

Kathy Munsey, RN, has worked in Public Health for over 20 years and has been the Health Officer in Green Lake County since September of 1994. Kathy's responsibilities include financial oversight, education, training, program development and supervision. Kathy was instrumental in starting the worksite wellness program at Green Lake County. Kathy would love to see this type of program implemented in all businesses in the county to help improve health in all Green Lake County workers and their families.

Molly Spaulding, MPH, MS, RD is the Family Living Educator with UW-Extension in Green Lake County and also serves as chair of the Green Lake Area Health and Wellness Coalition. As Family Living Educator, Molly assesses the needs of individuals and families in Green Lake County and provides research-based education and outreach in the areas of health, wellness, family caregiving, financial management, poverty and food insecurity, parenting, and leadership development. This project will address the critical need for health promotion efforts among the many small employers in the county.

Marilyn Voeltner
Health Educator
Green Lake County health Department
500 Lake Steel Street
Green Lake, WI 54941
920-294-4070

WORK EXPERIENCE

Green Lake County Health Department, 2001-present

- Green Lake County Health Educator: Develop and implement worksite wellness program for all county worksites. Produce and disseminate health and wellness materials for employees and county residents. Assist with program development and Health Department projects such as the Needs Assessment, prevention, and public preparedness programs. Responsible for news releases. Oversee local tobacco control initiatives. Founding member of Green Lake Area Health and Wellness Coalition.

Berlin Area School District, 2000-2004

- Assistant coordinator of 21st Century Grant After-school Program.

Ripon College, 2001-2002

- Coordinator of student summer school program for gifted and talented elementary and high school students.

Berlin High School, 1967-2000

- English/journalism teacher; ad hoc instructor for UW-Oshkosh and Moraine Park Technical College.

EDUCATION

- M.S., UW-Oshkosh, 1983. Curriculum & Instruction
- B.S., UW-Oshkosh, 1962. Secondary education.
- Various additional workshops and graduate courses.

PROFESSIONAL SKILLS

- Excellent communication skills. Extensive news writing background.
- Strong organizational skills. Experience in coordinating programs.
- Coordinated Green Lake County's participation in the 2007 Wisconsin Worksite Wellness Grant program

Kathryn S. Munsey, RN
Health Officer
Green Lake County Dept. of Health & Human Services
500 Lake Steel Street
Green Lake, WI 54941
920-294-4070

A motivated, creative and committed professional with diverse experience in Public Health. Extensive experience with coalition building and community partnerships.

PROFESSIONAL SKILLS AND ACCOMPLISHMENTS

- ❖ *As part of a seven member team chosen to participate in the Mid-America Public Health Leadership Institute, developed 3 training modules for public health professionals, jail staff and physicians to educate them on controlling tuberculosis. These modules have been posted on the Health Alert Network (HAN).*
- ❖ *As a member of the Fox Valley Public Health Preparedness Consortium, planned and exercised a mass vaccination clinic with Green Lake and Waushara Counties. The plan included the incorporation of volunteers, hospitals, schools and over 20 other agencies to test vaccinating over 40,000 in four days.*
- ❖ *Worked with local church camp to develop a Center for Excellence in Congregational Leadership program. This was a 3 year program that worked to improve health and wellness (both physical and spiritual) to over 150 ministers from 5 surrounding states so they can strengthen their health as well as the health of their congregations.*
- ❖ *Following our last needs assessment in 2007, helped formulate a local Wellness Coalition that meets monthly to address health priorities in Green Lake County.*
- ❖ *Collaborated with local school district to use students in a website design class to develop a website for the health department to promote our programs.*

EDUCATION

- 1981 **University of Wisconsin-Oshkosh**
Bachelor of Science Degree in Nursing, Licensed in State of Wisconsin
- 2001 **University of Illinois At Chicago School of Public Health, Completed**
Fellowship on Leadership Development at the Mid-American Public
Health Leadership Institute.

WORK EXPERIENCE:

- 1993 – present **Green Lake County Health Officer**
- ❖ Administer generalized community health services in Green Lake County to protect citizens, promote health and prevent diseases through population-based services.
- 1989 – 1993 **Public Health Nurse, Green Lake County**
- ❖ Participated in clinics such as WIC, immunization, blood pressure, adult and child wellness. Coordinated various grant supported programs including: Childhood Lead Poisoning Prevention, Farm Safety, WI Well Woman Program and Maternal Child Health Programs including Prenatal Care Coordination.

1983 – 1988

Charge Nurse/Staff Nurse at Appleton Medical Center

- ❖ Worked in the Family Birth Center including Labor and Delivery, Medical/Surgical Unit and Outpatient Surgery.

1982 – 1983

Staff Nurse, St. Joseph's Hospital in Milwaukee

- ❖ Worked on an Orthopedic/Neurology Unit.

PROFESSIONAL AFFILIATIONS

Member and Past Co-President of Wisconsin Association of Local Health Departments and Boards, State Advisory Committee for Maternal Child Health from 1993-2004, Executive Committee Member for the Fox Valley Hospital Resource Services Administration Bioterrorism Coalition, Board Member for the Fox Valley Bioterrorism Public Health Consortium, Tri-County Needs Assessment Steering Committee, Local Emergency Planning Committee, Green Lake County Highway Safety Traffic Commission, Wisconsin Public Health Association, (WPHA), and the National Association of City and County Health Organizations, (NACCHO).

COMMUNITY INVOLVEMENT

- ❖ Mentor to UW-Oshkosh and Marian College Nursing Students for over 15 years.
- ❖ Chamber of Commerce member for 15 years.
- ❖ Girl Scout Leader and volunteer for 6 years.
- ❖ Religious Education Leader for 5 years.

July 2009

Molly M. Spaulding, MPH, MS, RD

Formal Education

July 2002 – May 2004 Saint Louis University Saint Louis, Missouri

**Master of Public Health (MPH),
Master of Science (MS) in Nutrition**

- Thesis Title: “Food Security Among Refugees in Saint Louis”
- GPA: 3.8

August 1998 – May 2002 Viterbo University La Crosse, Wisconsin

**Bachelor of Science (BS) in Community Medical Dietetics,
Spanish Minor**

- Summa Cum Laude (GPA: 3.9)

Employment

May 2005 – Present UW-Extension Green Lake, Wisconsin

Family Living Educator (1.0 FTE)

- Assess needs of Green Lake County residents and provide relevant community education in the areas of nutrition, health, food security, family financial management, parenting, family caregiving, and leadership development
- Coordinate community collaborations and partnerships to address health, poverty, and food insecurity among residents in Green Lake County
- Develop and modify health and caregiving curricula and evaluation tools for distribution to UW-Extension colleagues statewide
- Plan, implement, and evaluate community outreach and educational efforts including health fairs, conferences, and leadership seminars
- Demonstrate impact and value to key stakeholders, including federal, state, and local elected officials and policy makers

June 2004 – May 2005 UW-Extension La Crosse, Wisconsin

Wisconsin Nutrition Education Program (WNEP) Coordinator (1.0 FTE)

- Develop and manage WNEP federal grant and county budget of \$130,000, secure in-kind funding, and create quarterly and annual reports for UW-Extension program leaders and La Crosse County government
- Coordinate community-wide nutrition programming efforts with low-income learners at locations including schools, senior dining sites, employment offices, health clinics, food pantries, shelters, and correctional facilities
- Supervise nutrition educators and ensure accurate reporting and evaluation of nutrition education sessions
- Create and present nutrition education sessions to community learners of diverse backgrounds and ages

July 2002 – May 2004

Saint Louis University Saint Louis, Missouri
Department of Nutrition and Dietetics

Graduate Research Assistant

- Develop and justify budgets, solidify in-kind funding, and create proposal narratives relative to Nutrition Department grant submissions to the USDA, NIH, National Dairy Council, Missouri Foundation for Health, and Equity Trust Fund; generate \$512,000.00 through successful grant awards
- Coordinate Nutrition Department sustainable gardening efforts among urban Saint Louis residents
- Design, administer, evaluate, and modify weight management course for older adults enrolled in OASIS program
- Prepare and conduct undergraduate nutrition lectures for *Basic Human Nutrition* and *Quantity Food Procurement and Preparation* courses

Professional Contributions

April 2008 – Present	Wisconsin Extension Association of Family and Consumer Sciences (WEAFCS), Vice-President
January 2008 – Present	UW-Extension Family Living Program <i>Aging in Our Communities Team</i> , Co-Chair
October 2007 – Present	Wisconsin Pre-School Obesity Prevention Initiative Work Group, Co-Chair
August 2007 – Present	Wisconsin Partnership for Physical Activity and Nutrition (WIPAN) Families and Communities Committee Member
November 2006 – Present	Wisconsin Dietetic Association (WDA) Scholarship Committee Member, Chair
January 2006 – Present	UW-Extension Family Living Program <i>Healthy Families and Communities Team</i> Member
June 2005 – Present	National Extension Association of Family and Consumer Sciences (NEAFCS) Member
June 2005 – Present	WEAFCS Member
July 2002 – Present	Registered Dietitian, American Dietetic Association (ADA), #914242
May 1999 – Present	WDA Member
May 1999 – Present	ADA Member

Awards and Recognition

April 2009	UW-Extension Epsilon Sigma Phi (ESP) Early Career Service Award
April 2009	ESP Fitzsimmons Professional Development Award
March 2006	ESP State Team Award

Memorandum of Understanding

This Memorandum of Understanding is between Green Lake Area Health & Wellness Coalition and Green Lake County Health & Human Services to create a partnership for the Wisconsin Rural Community Grant proposal. The intent of this agreement is to establish guidelines for implementing the grant proposal.

The purpose of the grant proposal is to improve the health and wellness of small business employees in Green Lake County by identifying the obstacles that deter their employers from implementing worksite wellness programs through a series of focus groups. Dependent on future funding, information gleaned from these sessions will be used to create an easy-to-implement, cost-savings community worksite wellness resource

Responsibilities:

- Health & Human Services will oversee financial expenditures.
- Health & Human Services will coordinate the small business focus groups.
- Wellness Coalition members will serve as consultants in the areas of nutrition, worksite wellness, evaluation, and community outreach.
- Representatives from Health & Human Services and the Wellness Coalition will cooperatively assist with planning focus group activities.
- Both parties will provide meeting space and equipment for conducting proposal activities.

This memorandum is in effect upon signature of both parties and will be terminated if the grant proposal is not accepted.

Health & Human Services

Kathryn Munsey, RN, Health Officer

Date 7/23/09

Health & Wellness Coalition

Molly Spaulding MPH, MS, RD

Date 7/23/09