



PORTAGE COUNTY CAN

eat smart. move more. feel better.

Dear Friends and Partners of PC Can,

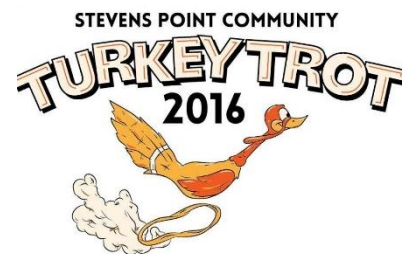
2016 is ending with a spark of excitement and celebration. Forging community partnerships, applying for grants, fundraising and special projects brought clear vision and meaning to our mission of “Improving the well-being of Portage County and accelerating progress in obesity prevention through the development of partnerships to promote healthy eating and active living.”

Both the high and low lights of 2016 opened new doors and brought focus to our work. We are a lean nonprofit with the good fortune of a dedicated and skilled Board. We are thankful for the support demonstrated by our donors and partners. The highlighted below showcase healthy eating and active living achievements that support positive change for individuals and families.

Turkey Trot

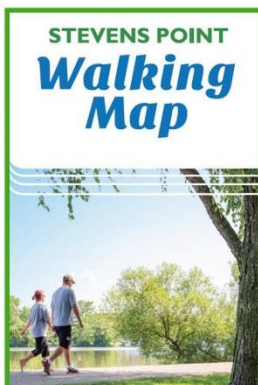
The 2016 Stevens Point Community Turkey Trot on Thanksgiving Morning had just short of 500 participants. A fun walk/run with family, friends and neighbors was a great way to start the holiday.

Food donations were the registration fee. InterFaith Food Pantry received 1300 pounds of non-perishable foods plus cash donations which together will support almost 2 pantry distributions. Other partners were UWSP and the Point Bock Run.



“Thank you for your donation of 1300 pounds of food to the Interfaith Food Pantry of Portage County. We appreciate your support of our mission to assist people who are in need in Portage County. As we continue to see an increase in the demand for our services, we are thankful for your thoughtfulness and the helping hands you provided.”

— Mel Dow, Director of Operations



Walking Maps

PC Can teamed up with Ministry Health Care, Stevens Point Area Convention and Visitor’s Bureau, and UWSP to update the walking map of downtown Stevens Point. Designed to promote physical activity and foster the enjoyment of walking in Stevens Point, our routes highlight the town’s rich history and natural beauty of the downtown areas and neighborhoods around the university campus and Ministry Health Care.

Worzalla Publishing generously donated a large printing run so we have thousands available for any business or organization to distribute among their audiences. Contact portagecountycan@gmail.org to set up a delivery.

Healthy Snack program, Jefferson Elementary

All Jefferson Elementary students received a healthy fruit or vegetable (FV) snack in the classroom 2 days a week for 8 weeks this fall. The collaboration with PC Can, Farm to School, UWSP, Jefferson Elementary, school district food service, and UW Extension provided nearly 350 children aged 5-12 years with a variety of FV preparations to experience new foods in a positive and supportive environment. The aim was to reduce common barriers to fruit and vegetable intake. Another aim was to assess the feasibility of implementing such a program.

Initial feedback from teachers is positive. Complete evaluation results will be shared in January. This year's program was funded by St. Bronislava parish, St. Michael's Foundation, and the Community Foundation of Central Wisconsin. Our hope is to inspire qualifying schools (Jefferson, McKinley, Madison) to apply for USDA's Fresh Fruit and Vegetable Program in April 2017 so that this program can be sustained and expanded.

Healthy Snack Project, Rosholt schools

Team Schierl, the Breast Cancer Family Foundation, and Rosholt School District partnered with PC Can to pilot a

"We at The Store were eager to support the 'Healthy Snack Project.' For busy families on the go, convenience stores are a popular choice to pick up snacks and drinks but might be overlooked as an option for healthy foods. Together, The Store and the 'Healthy Snack Project' took the opportunity to build awareness and educate the public about healthier food & drink options available at convenience stores."

— Kathy Ostrowski

Marketing Leader and Community Relations Specialist

healthy snack project in May. All 7th graders who attended a cancer prevention class were given \$13 in coupons for fruits and vegetable at the Team Schierl Store in Rosholt. Coupons for both students and families raised awareness of healthy food choices at convenience stores. The project was a success with Store employees, teachers, and students: 20% of the coupons were redeemed.

A 2017 Healthy Snack Project is in the planning.

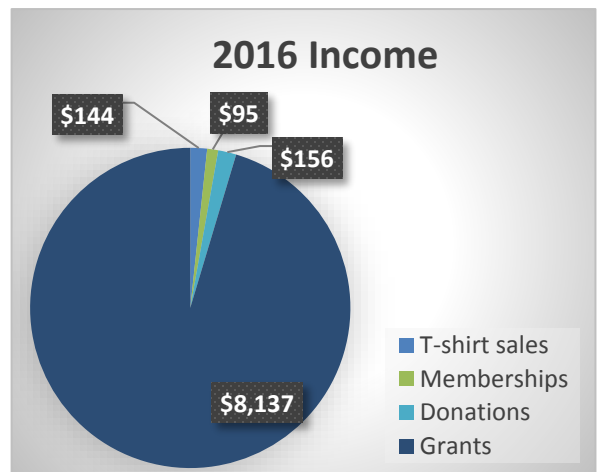
Financial Report

All income is invested in communication and programming support (website, supplies, etc.). No staff salaries are paid. Thus PC Can would not exist without the in-kind contribution of volunteer members and partner organizations. Their work is invaluable and essential.

You Can Help

Our mission is deep but our resources shallow. Please help us do more to improve the well-being of Portage County and shift the course of obesity. Contributions of time, treasure, and talent are always welcome. We thrive when varied perspectives contribute to the work we do: only together can we build a healthier community for all ages!

- Become a member or make a donation: www.portagecountycan.org
- Get involved in the Worksite Wellness or Breastfeeding workgroups
- What's your talent? Help us write a grant, create website content, or other outreach materials
- Join our email list or ask us how you can support our efforts: portagecountycan@gmail.org



Portage County CAN Board Members

Executive Director: Suzanne Oehlke

President: Annie Wetter

Communications Director: Kelly Hammond

Treasurer: Cara Brooke-Adams

Director, Fruit & Veggie Works: Ashely Chrisinger

Turkey Trot Chair: Laura Zelenak

Events Coordinator: Deanna Deising