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Eau Claire County renews Gold Level Wisconsin Healthy Communities Designation

28 communities in Wisconsin receive designations

EAU CLAIRE, Wis – October 29, 2021 – Eau Claire County has been recognized for its work to improve local health by receiving a Wisconsin Healthy Communities Gold Designation (2021-2024). Eau Claire Healthy Communities had previously received a gold designation in 2018 for Eau Claire County and had applied to renew their designation for an additional three-years. The Healthy Communities Designation is intended to recognize and encourage achievements in health improvement in Wisconsin communities and to promote cooperation across multiple sectors.



Eau Claire Healthy Communities, applied for and received the designation on behalf of Eau Claire County. Eau Claire Healthy Communities is our local community-based coalition developed to create and maintain healthy communities. The coalition provides a table for all stakeholders interested in the health of the community to gather and collaborate on prevention related health initiatives. Over 250 diverse partners from across the county participate in Eau Claire Healthy Communities.

Local efforts highlighted in the application included work around alcohol compliance checks and alcohol/tobacco retailer training, trauma informed care, neighborhood associations, Nurse-Family Partnership program, drug disposal programs, suicide prevention trainings, and healthy home environmental assessments. Mark Gideonsen, Council Co-Chair of Healthy Communities states, “We know that many organizations are working on efforts to improve our community’s health. This gold designation recognizes this community’s hard work to improve. This designation inspires us to continue to work together to assess, prioritize, and address our community’s health needs.”

The Healthy Communities Designation program is designed to be accessible to communities of all shapes and sizes, both rural and urban. The definition of community is broad and can include counties, municipalities, neighborhoods and other self-defined, place-based communities in Wisconsin. The program uses a three-tiered approach – gold, silver and bronze – which are meant to provide a trajectory and serve as a guide for communities as they continue to strive toward better health.

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The Wisconsin Healthy Communities Designation is an initiative offered by the Mobilizing Action Toward Community Health (MATCH) group of the UW Population Health Institute (UWPHI), in collaboration with diverse statewide groups. The Healthy Communities Designation program, funded by the Wisconsin Partnership Program of the UW School of Medicine and Public Health, is designed to recognize and encourage achievements in health improvement in Wisconsin. To learn more about the program, visit the program website: www.wihealthycommunities.org