

MCBC

Madelia Community-Based Collaborative

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For Immediate Release:

Representative Tony Cornish Meets with MCBC

Madelia, Minn. – State Representative, Tony Cornish met with members of the Madelia Community-Based Collaborative (MCBC) to discuss the new healthy beverage initiative, Madelia: Rethink Your Drink. The group met at the Madelia Community Hospital & Clinic on Wednesday, February 19th.

Cornish requested the meeting so that he could have a better understanding of this new initiative that affects so many of his constituents, and is being paid for by a Statewide Health Improvement (SHIP) grant. He also has a personal interest in health, and was interested in the information that the MCBC group was able to communicate.

“The Madelia Community Hospital & Clinic conducted a community health assessment survey that told us that the top three health concerns of local residents are obesity, cancer and diabetes,” said Candace Fenske, CEO for MCHC. In fact, obesity, cancer and diabetes rates in Watonwan County are higher than state averages.

There is a direct link between the consumption of sugar-sweetened beverages and these health concerns. In fact, studies have repeatedly shown that consumption of soda, sweetened teas, flavored milks and sports drinks, can result in significant weight gains in children and adults. People who consume one or two cans or more of sugary beverages daily have a 26% greater risk of developing type 2 diabetes than people who rarely have such drinks.

Madelia: Rethink Your Drink is reaching out to local organizations, businesses and individuals to voluntarily participate in the effort to increase the consumption of healthy beverages. MCBC is implementing a community-wide campaign, providing education and resources to community members regarding the health benefits of consuming healthy beverages like water, low-fat milk, sparkling water, tea, coffee and fruit-infused waters instead of sugar-sweetened beverages.

“Madelia: Rethink Your Drink is not about banning or taking anything away, but it is about empowering citizens to make healthier beverage choices.” says Chera Sevcik, Statewide Health Improvement Project Supervisor for Faribault, Martin & Watonwan Counties.

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About MCBC:

The Madelia Community-Based Collaborative (MCBC) is working toward the goal of improving the health and well-being of the citizens and families in Madelia. The local group currently includes broad community representation consisting of members from the Madelia Community Hospital & Clinic, Madelia School District, Tony Downs Food Company, Public Health, Glen Taylor Nursing Institute for Family and Society, Minnesota State University, Mankato Nursing Program, Luther Memorial Home and Watonwan County Vision for Families and Children.



Front row, left to right: DeeAnn Gieseke, Watonwan County Human Services; Deidre Hruby, Director of Patient Care at MCHC; Stacey Van Gelderen, Assistant Professor, School of Nursing, Minnesota State University, Mankato; Stacie Cook; Executive Director of the Madelia Community Hospital Foundation.

Back row, left to right: Chera Sevcik, Supervisor, Statewide Health Improvement Program (SHIP) Faribault, Martin & Watonwan Counties; Lia Lambert, Community Specialist, SHIP Cottonwood, Jackson, Faribault, Martin & Watonwan Counties; Minnesota State Representative Tony Cornisch; Candace Fenske, CEO of MCHC; Kelly Krumwiede, Assistant Professor, Minnesota State University, Mankato School of Nursing.