



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

General Coalition Meeting

Thursday, January 9, 2014, 3:00 pm

Eastern Shore Community College

MINUTES

Item	Discussion	Action
Welcome & Introductions	<p>Scott Chandler, Co-Chair, ESHC and Eastern Shore Health District Administrative Manager, called the meeting to order at 3:00 pm. Partners present included: Kathy Boyd, holistic nutritionist, Jacki Davis, Northampton County Human Resources; Joani Donohoe, Eastern Shore Health District; Andre Elliott, Eastern Shore Family YMCA; Jean Joeckel, Eastern Shore Rural Health System, Inc.; Patti Kiger, Eastern Virginia Medical School; Carolyn Mayers, farmer; Pauline Milbourne, Accomack County Public Schools, Reverend Gary Miller, St. John's United Methodist Church; Susan O'Brien, Virginia Cooperative Extension, Accomack County; Katie O'Shea, Eastern Shore Family YMCA; Melinda Phillips, Northampton County Public Schools; Susan Simon, Accomack-Northampton Planning District Commission; Natasha Tack, The Hermitage; Ipek Taffe, The Planning Council; Kristen Tremblay, Accomack County Planning, Roberta Webb, The Hermitage</p>	
Approval of the Minutes	<p>Danny Vestal motioned approval of the minutes. Andre Elliott offered a second to the motion. Minutes were unanimously approved.</p>	
Old Business		
Fitness Challenge Activate Eastern Shore 2014	<p>Fitness Challenge Work Group Chair Andre Elliott reported that he is currently recruiting Work Group members. He said Work Group members could expect four meetings, some by teleconference, and each Work Group member would be asked to make a commitment for their organization's participation, recruit at least two other organizations, solicit prizes, and share stories for publication. He said he would correct some items that surfaced from previous fitness challenges, like the website offering a limited choice for types of work outs. When asked if private groups can challenge other groups, Andre said that when you register you can set up team and a challenge. Patti offered to write up a brief work group charge and work plan.</p>	<ul style="list-style-type: none"> 1. Recruit 2014 Fitness Challenge Work Group (Andre) 2. Develop a 1-page summary of Work Group goals and objectives. (Patti)
Healthy Options Restaurants & Smart Bites	<p>Joanie Donohoe, Chair for both work groups said that the new Healthy Options grant started January 1. She would like to recruit a couple a restaurant owners to the Healthy Options Work Group to advise. Six restaurants want to add new Healthy Option menu items and each must be analyzed before they can be sanctioned on the menu. Six new restaurants have said that they want to be Healthy Options Restaurants. Restaurant owner tell us that people don't know about the program. Restaurant owners want to see more people actually ordering a Healthy Options menu item. Years 1 and 2 were focused on setting up the Healthy Options restaurants, getting their buy in and execution refined. With new grant funding we will place more emphasis on the customer component. It was questioned whether Healthy Options is a federal program and the answer is no, Healthy Options was created by Eastern Shore Healthy Communities. Someone also asked if we could create a rack card explaining the program, and Joani said that money exists in this year's grant budget for rack cards, place mats and</p>	<ul style="list-style-type: none"> 1. Patron Healthy Options Restaurants and order a Healthy Option Menu item. (Partners) 2. Encourage Accomack County schools or students to participate in Smart Bites program. (Partners) 3. Create ads, rack card, and a placemat. (Joanie) 4. Contact Roberta Webb to

	<p>more advertising. Andre Elliott suggested that we co-promote the Fitness Challenge with Healthy Options. Roberta Webb offered to feature both initiatives on the radio program she hosts.</p> <p>Joanie reported that the Smart Bites initiative, targeted to youth with the goal of providing incentive (10% discount) when ordering healthy menu items at selected fast food restaurants, has been successful in recruiting Northampton High School and Broadwater Academy. So far, a third of each school's population has enrolled. We were not successful at recruiting any Accomack County High Schools and could use help in encouraging their participation in this very worthwhile community project.</p>	feature both Healthy Options and Smart Bites on WESR – Radio. (Joanie & Andre)
Academic Community Partnership	Patti Kiger reported that Kevin Byrd from the New River Valley Planning District Commission will be the February meeting's speaker. Kevin led a 3-year public input effort to create a citizen-created plan for Livable Communities, with federal funding and support from resources all over the country. He used creative techniques. Learning from Kevin and the New River Valley PDC effort before launching into our next round of community input will be useful.	1. Reserve sites and times for next round of community input. (Patti)
Early Childhood Obesity Prevention	Ipek Taffe reported that she has a good idea of how many early childhood providers are on the Shore and she plans to lead this Work Group in similar fashion to an effort she led in Western Tidewater, where they found 32 percent of pre-school-aged children were overweight and 12 percent were obese. The Planning Council has access to child care homes and child care centers. One of the this Work Group's objectives will be to have a wellness policy on file, for example, saying "We're not offering sugary beverages" as well as other goals. She said that while the first attempts will not be perfect, they will help us take steps towards creating healthier early childhood environments. While early childhood providers usually deal with children 0-5 years, because of before and after-school programs, they can capture children 0-12 years old. They plan to do grocery store tours as well as other events. Volunteers are needed.	1. Enlist partners in this work group.(Ipek)
Livable Communities	Susan Simon , Work Group Chair and ANPDC Economic Development Coordinator, said she is working on a proposal for a feasibility study of continuing the bike trail from Kiptopeke, 2-5 miles north. The Wildlife Refuge is doing phase II, and the ANPDC will study the trail up to Stone Drive or the entrance off of U.S. Route 13 to Cape Charles. The dream is convince VDOT to put an overpass on the highway. As a need exists to get bicyclers across Route 13 at some point, Susan believes the overpass might be the most utilitarian way. She is updating the current bike plan, which her predecessor, Barb Schwenk, produced. A grant from the U.S. Dept. of commerce is aiding this work. She would also like to put together a Food Policy Council. This would entail getting support for small farmers, food safety, and a Sustainable Agriculture Research and Education (SARE) Grant.	
Wellness Policies	Jean Joeckel , Work Group Co-Chair, reviewed that the renewed effort to create Wellness (nutrition, physical activity, and tobacco-free campus) Policies within local organizations and faith communities was kicked-off with the special November meeting co-sponsored by the Northampton County, Chincoteague, and Eastern Shore of Virginia Chambers of Commerce. She is getting much feedback and organizations have asked to work with us. Ipek Taffe asked Jean to remember the early childhood obesity prevention effort when talking with faith communities, should any of them have early childhood programs.	1. Create 10 more wellness policies among businesses, faith communities. 2. Cross-promote Early Childhood Obesity Prevention Work Group & Fitness Challenge.
New Business		
VDH Grant & New Health Director	Scott Chandler said that the Health Department recently received a new grant in the amount of \$67,850 which will support Healthy Options and Community Gardens, an effort added late to the strategic plan. The grant will fund the addition of, or support of, two or three gardens. The request for proposal asks for a plan for the gardens, including sustainability. Ellen Archer will lead the effort and	1. Encourage proposals from community members.

	has the RFP if anyone would like to apply. The proposal deadline is February 14.	
	Scott also announced that Dr. David Matson has accepted the position of Director for the Eastern Shore Health District. Dr. Matson most recently came from Eastern Virginia Medical School where he served as director of the Masters in Public Health program. He is a specialist in pediatric infectious diseases and a researcher.	
Partner Announcements	Sue Simon announced that the Barrier Island Center has a newly renovated room for story recording. Charles McSwain is heading an effort to create a kitchen where small farmers can process foods.	
Closing		
Leadership Reflection	<p>Patti Kiger offered the leadership reflection, relating a story found in the <u>Fifth Discipline Field Book</u> (Senge, P) about an expression used as the most common greeting among tribes of South Africa's northern Natal: <i>Sawu bona</i>, the English equivalent of "hello" which literally means "I see you." A member of the tribe replies by saying <i>Sikhona</i>, "I am here." The order of the exchange is important: until you see me, I do not exist. This "noticing" and "bringing into existence" is seen among native people in Africa below the Sahara in the spirit of <i>Ubuntu</i>. This comes from the folk saying <i>Umuntu ngumuntu nagabantu</i>, which, from Zulu, literally translates as: "A person is a person because of other people." This perspective hints that one's identity is based upon the fact that you are seen – that the people around you respect and acknowledge you as a person. This reading relates to John C. Maxwell's <u>The 21 Irrefutable Laws of Leadership</u>, Chapter 10, "The Law of Connection" where Maxwell states that "effective leaders know that you first have to touch people's hearts before you ask them for a hand. ...You can't move people to action unless you first move them with emotion. The heart comes before the head." A good leader acknowledges others – brings them into existence. One example of leading in this style was expressed by a full-page ad that appeared in <i>USA Today</i>, contracted and paid for by Southwest Airlines employees and addressed to Herb Kelleher, the company's CEO. It said,</p> <p><i>Thanks, Herb.</i></p> <p><i>For remembering every one of our names.</i></p> <p><i>For supporting the Ronald McDonald House.</i></p> <p><i>For helping load baggage on Thanksgiving.</i></p> <p><i>For giving everyone a kiss (and we mean everyone).</i></p> <p><i>For listening.</i></p> <p><i>For running the only profitable major airline.</i></p> <p><i>For singing at our holiday party.</i></p> <p><i>For singing only once a year.</i></p> <p><i>For letting us wear shorts and sneakers to work.</i></p> <p><i>For golfing at The LUV Classic with only one club.</i></p> <p><i>For outtalking Sam Donaldson</i></p> <p><i>For riding your Harley Davidson into Southwest Headquarters.</i></p> <p><i>For being a friend, not just a boss.</i></p> <p><i>Happy Boss's Day from Each One of Your 16,000 Employees.</i></p>	<ol style="list-style-type: none"> 1. Acknowledge others by name. 2. Know what's important to them and make that important to you. 3. Ask for their help only after you "bring them into being"
Adjournment	Scott Chandler adjourned meeting at 4:30 pm. The next meeting will be held at 3 pm, Thursday, February 13, at Eastern Shore Community College Work Force Development Building.	