



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

General Coalition Meeting

Thursday, February 14, 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: Ellen Archer, Eastern Shore Health District; Andre Elliott, Eastern Shore Family YMCA; Keisha Elmandorf, Northampton County Cooperative Extension; Linda Giddens, Riverside Shore Memorial Hospital; Linda Thomas-Glover, Eastern Shore Community College; Aileen Joeckel, Wachapreague Town Council & Blue Crab Bay Co.; Jean Joeckel, Eastern Shore Rural Health System, Inc.; Patti Kiger, Eastern Virginia Medical School; David Matson, Eastern Shore Health District; Bob Mayes, Private Citizen; Susan O'Brien, Virginia Cooperative Extension, Accomack County; Mike Onufry, Community Member; Katie O'Shea, Eastern Shore Family YMCA; Susan Simon, Accomack-Northampton Planning District Commission; Kristen Tremblay, Accomack County Planning; Joe Zager, Riverside Shore Memorial Hospital</p>	
Review & Approval of the Minutes	<p>Partners reviewed the minutes. Sue Simon asked for a correction under the section entitled Livable Communities, third line from the bottom, in place of U.S. Department of Commerce, add Virginia Department of Transportation. Linda Glover motioned approval of the minutes as corrected. Bob Mayes offered a second to the motion. Minutes, as corrected, were unanimously approved.</p>	<p>1. Patti to make minutes correction.</p>
Old Business		
Academic Community Partnership	<p>Patti Kiger reported that the Work Group had anticipated New River Valley PDC Executive Director Kevin Byrd's presentation to influence next steps. Weather-related cancellation of his speaking at the February meeting (and rescheduling for March) will stimulate new plans. The Work Group will begin scheduling meetings in February.</p>	<p>1. Schedule small group public input meetings for March/April.</p>
BMI Data Collection	<p>Patti Kiger reported that data collection is winding down and reports to Superintendents will occur in March. Once reported to Superintendents, with their permission, she will make a presentation to ESHC.</p>	<p>1. Complete measurements. 2. Write reports 3. Present to Superintendents</p>
Community Gardens	<p>Ellen Archer reported that in December 2013 a Steering Committee (Work Group) was formed to discuss developing a request for proposals for Community Gardens. In January a news release announcing the RFP was sent to local media resulting in lots of calls for more information. Ellen attended a Virginia Foundation for Healthy Youth-sponsored workshop on Community Gardens and she has started a Facebook page for Community Gardens. The terms of the grant to be awarded is that the applicant must establish a new garden or sustain an already established garden. Total funds available are \$16,000 to be distributed between two or three gardens. David Matson wondered if a link could be established between the awarded Community Garden and Healthy Restaurants.</p>	<p>1. Select RFP awardees. 2. Announce awardees by news release. 3. Order equipment and supplies for awardees.</p>

Early Childhood Obesity Prevention	Ipek Taffe was unable to attend the meeting. In her place Patti reported that Ipek held two “Go-to-Meeting” conferences with interested Work Group members to outline ES early childhood home care arrangements, explain the process she intends for the Work Group to use, and show some of the data collection tools.	1. Enlist partners in this work group.(Ipek)
Healthy Options/Smart Bites	<p>In Joani Donahoe’s absence Patti reported.</p> <p><i>Healthy Options</i> has received a boost from a Health Department Grant that will pay for the creation of ads to promote all 18 Healthy Options Restaurants and a Virginia Foundation for Healthy Youth grant to pay for newspaper and radio placement of the ads. In addition, we will be developing rack cards, new placemats, and other point of purchase advertising materials. We need to develop a means for restaurants to add new Healthy Options items to their menus and for our Work Group to sanction those restaurants that fail to deliver their tested menu items with fidelity. She emphasized that the most important thing all partners can do to promote this program is to patron Healthy Options restaurants and request the Healthy Option menu item.</p> <p><i>Smart Bites</i> continues to move along in Northampton County Public Schools and at Broadwater Academy. We’ve just received word that Melinda Phillips will no longer be the NPHS representative and that she is recommending that we work with the Cafeteria manager in her place. This is a significant loss for us as Melinda is a great partner. However, she has been asked to serve as the new Human Resources executive as well as continuing with her existing job.</p> <p>Partners made several suggestions:</p> <ol style="list-style-type: none"> 1) Work with student government in the schools to push the program. 2) Try developing posters and getting them into the schools and restaurants 3) Develop rack cards for Healthy Options for tourists. 4) Work in connection with the YChange Program 5) Update the Website and Facebook page to have new information on both programs and keep them fresh. 6) The Historical Society is having an agricultural event. Is there an opportunity to have Healthy Options Restaurants bring samples of their Healthy Options menu items? 7) Taste of the Eastern Shore is upcoming. Can we feature Healthy Options restaurants and their menu items? 8) Sue Simon recently visited Cornwall in the UK and an organic, locally sourced restaurant was recommended to them. We should do the same on the shore. 9) Check with CISCO to see what healthy items they sell and work with restaurants to recommend CISCO healthy foods to them. 10) Sue Simon is starting up a Food Policy Council. Perhaps some synergy exists for Healthy Options Restaurants with the new council. 	<ol style="list-style-type: none"> 1. Get new Healthy Options print and radio ads prepared. 2. Solicit input from restaurants on how to add new Healthy Options to their menus and also how to best address the problem of restaurants not serving their HO menu item with fidelity.
Livable Communities	Susan Simon , is updating the bike plan and will report on that at next Thursday’s (2/20/14) Transportation Committee Meeting to be held at the VDOT Residency in Accomac at 1:30 pm. This will require data collection workshops and will take a year. She solicits input from ESHC. Went to the quarterly VDOT bicycle and pedestrian meeting recently. Also she will be presorting on the Seaside Water Trail at the next Accomack County Board of Supervisors meeting (Wed. 2/19/14). A trail already exists but does not currently have camping sites. There are 14 launch sites and they’re all “GPS’ed. It was suggested that the Bike Trail be advertised in concert with other trails that exist (i.e. Water Trail, Arts & Crafts Trail, Gardens, Woodwork, etc.	

Wellness Policies	Jean Joeckel , reported that the Worksite and Wellness Policies Work Group is moving forward. She met with executives at the Hermitage and with the pastor at Downing's United Methodist Church. She also circulated a one-page summary of the Wellness Policies Work Group for partner information.	
Special Meeting Focus		
Fitness Challenge	<p>Andre Elliott, Fitness Challenge Work Group Chair, announced that the Fourth Annual Fitness Challenge will be held this spring from April 4 to June 5. He suggested ESHC partners try to integrate all elements of the Challenge with all other Work Groups and try to get people active. In the past we had grant funding for prizes and advertising and we do not have that funding this year. Therefore we need partners to make commitments to solicit prizes and help sign up companies to participate and challenge other companies. Last year Rural Health challenged Riverside and the prize was that the losing company had to buy frozen yogurt for the winners. Our goal this year is to enroll 20 organizations. We need to solicit prizes (i.e. restaurant gift cards, kayak lessons, movie passes, etc.) We will need to conduct grassroots advertising, meaning we hope every partner will agree to promote the effort in their internal newsletters, websites, and in any other way that they can. We also need 12 partners to agree to help with administering the web site. The most common problem is helping people with their passwords and showing them how to log-in.</p> <p>Aileen Joeckel suggested that we have a St. Patrick's Day float to promote the Challenge.</p> <p>Andre asked partners present who would become involved and the following volunteered:</p> <p>CHALLENGES</p> <ol style="list-style-type: none"> Kristen Tremblay, Accomac County Planning, will contact Peter Stith Northampton County Planning Linda Glover accepted the challenge on behalf of the Community College from Aileen Joeckel on behalf of Blue Bay Crab Company. It was suggested that we ask the three Chambers on the Shore to challenge one another, and perhaps the AARP challenge the Chamber's Young Professionals. Joe Zager said he would talk with the Chamber. Katie O'Shea said she would talk with the high school coaches to get competition going between athletic teams. Jean Joeckel said she will talk with those who have Wellness Policies to see if there might be challenges in that. David Matson said that the Health Department will participate. <p>PRIZES</p> <ol style="list-style-type: none"> David Matson agreed to ask William and Mary Eco Tours and the Center for Conservation Technology for prizes Andre Elliott and Katie O'Shea will ask 5 organizations for prizes <p>Others made suggestions (ask the Chambers if they'll ask the businesses. Involve the Chincoteague YMCA) but no commitments.</p> <p>SPONSORSHIP</p> <p>It was suggested that we ask Perdue and Tyson's for sponsorship.</p> <p>PUBLICITY</p> <ol style="list-style-type: none"> Patti Kiger will put together a publicity package to include 1) news release; 2) radio psas; 3) suggested company newsletter blurbs; 4) fitness and diet tips to include in company newsletters and on websites 	

Old Business		
Partner Announcements	<p>Susan O'Brien with Virginia Cooperative Extension Office in Accomac told partners of the services that she and Keisha Elmandorf in Northampton County can offer to low income individuals for nutrition and called on partners to refer them to individuals and organizations that could use their services, which involve nutrition lessons, teaching people to read food labels and make smart choices on a budget among many other things. They are funded by the Food Stamp program and have data to support the effectiveness of their program.</p> <p>Linda Giddens with Riverside Shore Memorial Hospital announced the Cardiac Rehab Departments Heart to Heart Day at Little Italy on February 24, beginning at 8:30 am. The event will be educational, with screenings, lunch and various topics discussed. Tickets are \$10 and can be obtained by calling 414-8320.</p>	
Closing		
Leadership Reflection	<p>Aileen Joeckel reminded partners of a quote: "Even if you're on the right track, you'll get run over if you sit still." She said that partners in Eastern Shore Healthy Communities have a lot to be proud of. We've accomplished much but we can't sit still. We have to celebrate the twists and turns of our efforts and keep moving forward. The Fitness Challenge will be one of those efforts that will be a test of our partnership's effort to keep moving forward helping people to begin and maintain healthy physical activity.</p>	
Adjournment	<p>Linda Glover adjourned meeting at 4:30 pm. The next meeting will be held at 3 pm, Thursday, March 13, at Eastern Shore Community College Work Force Development Building, classrooms 170/180.</p>	