



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

Executive Committee and Work Group Chair Meeting

Thursday, February 14, 3:00 pm

Work Force Development Building Room 160

Eastern Shore Community College

MINUTES

Item	Discussion	Action
<p>Welcome & Introductions</p>	<p>Danny Vestal, ESHC Chair, YMCA Camp Silver Beach Executive Director, called the meeting to order and welcomed the 19 partners who attended at 3:00 p.m. at Eastern Shore Community College in Room 160. Attending partners included: Scott Chandler, Administrative Director, Eastern Shore Health Department; Joni Donohoe, Community Member; Andre Elliot, Operations Director, Eastern Shore Family YMCA; Chester Hall, Marketing Teacher, Nandua High School; Jean Joeckel, Health Educator, Eastern Shore Rural Health Services, Inc.; Aileen Joeckel, Marketing Manager, Blue Crab Bay Co.; Roberta Kellam, Accomack County Planning Commission; Patti Kiger, Instructor, Eastern Virginia Medical School; Janice Langley, Wellness Center Supervisor, Perdue Farms Incorporated; Kathy Lewis, Nurse Coordinator, Eastern Shore Health Department, Katie O'Shea, Eastern Shore Family YMCA; Keith Privett, Environmental Health, Eastern Shore Health Department; Jon Richardson, Environmental Health Manager, Eastern Shore Health District; Barbara Schwenk, Transportation Planner, Accomack-Northampton Counties Planning District Commission; Peter Stith, Northampton County Planning Department; Rob Testerman, Land Use Planner, Accomack County Planning Department; Joe Zager, Vice President, Development, Riverside Shore Memorial Hospital</p>	
<p>Approval of the Minutes</p>	<p>Joe Zager motioned approval of the minutes. Andre Elliott offered a second to the motion. Minutes were unanimously approved.</p>	
<p>Special Presentation</p>		
<p>"Place Matters" from the film series <i>Unnatural Causes</i></p>	<p>Patti Kiger presented the concept behind the next round of community input meetings in connection with the Community-Academic Partnership Work Group. A presentation of "Place Matters" will be followed by small group discussions that provide input to the research project the Work Group is planning. Proposed locations include Atlantic, Onley, Franktown, and Cape Charles. Proposed timeframe is the week of March 18. Joni White will lead the presentations, and members of the CAP Work Group will lead the small group discussions. Work Group members will explain to participants that these meetings will provide input to a research project and that their input may be written in a report or manuscript, without attribution of their name. Therefore these small groups will be considered research and participants will need to sign written consent to participate. The film is intended to stimulate discussion. Participants will also complete a questionnaire. Partners at the meeting provided feedback to the film and suggested that because the film is mostly located in cities,</p>	

	it may not be as applicable to rural areas. Roberta Kellam suggested we include Bridgetown at Sorter's Chapel or Weirwood as sites because the residents have organized civic associations. She said that when people own land, they aren't likely to leave their homes in the county to move to towns – so the Livable communities concept has to adapt to the rural landscape. Janice Langley , said that when new places are built in towns, especially if they are accessible to amenities, they will attract new buyers.	
New Business		
Institute of Medicine: Smart Bites Campaign	Eastern Shore Healthy Communities has been asked by the Institute of Medicine to participate as one of four national partners in the Smart Bites Campaign. The campaign works with high school and community college students to get them to identify at least 10 restaurants that they patronize and recruit them into the Smart Bites initiative. Restaurants would agree to give a 5%, or 10% or 15% discount to students presenting a "Smart Bites" smart card for choosing healthy food items. A team of students would review the restaurants menus using a CDC program that rates menu items as Whoa, Go, and No. We would publish the menu items on our web-site. We would recruit students from local high schools and the Community College use a Smart Bites "smart card" to patronize the restaurants and select healthier menu item choices. Joe Zager motioned that ESHC accept the Institute of Medicine's invitation to participate in the Smart Bites program. Barb Schwenk seconded the motion. The motion passed unanimously.	<ol style="list-style-type: none"> 1. Patti will communicate ESHC willingness to participate in the the Smart Bites Program with the Institute of Medicine. 2. Patti will contact Northampton and Accomack County Public Schools & Eastern Shore Community College to begin the process.
Work Group Reports		
Leadership Institute	Patti Kiger announced that Linda Glover, Scott Chandler, and Aileen Joeckel and she would be leaving for the Leadership Training retreat in Atlanta the first week in March.	
Walking Trails & Livable Communities	Barbara Schwenk said that she sent the grant invitation for walking trail signage to various towns. Nassawadox indicated that they were interested. The Livable Communities – Walking Trails work group will extend the deadline through February. Regarding Livable Communities, Barb said that they would be looking for private grants to implement what small communities want.	<ol style="list-style-type: none"> 1. Offer the signage grant to other communities. 2. Look for small grants to fulfill small community needs.
Healthy Restaurants	Keith Privett reported that all materials (door logo stickers, menu stickers, etc.) are distributed. The Health Department has sent a job announcement for a grant coordinator, since Ann Ostrander will not be able to work with this committee for a while.	<ol style="list-style-type: none"> 1. Hire new coordinator.
Fitness Challenge	Andre Elliott said the Work Group was addressing challenges to increase the activities. They've considered adding Wii Fit and X-Box to the list of activities that can be included. They are formalizing the form for older adults to long in their workout. The Challenge will begin March 25 and they've invested a great deal of energy to get challenges going between companies.	
Worksite Wellness Policies	Jean Joeckel announced that the Health District has received a Tobacco-Free Campus Toolkit and that they are working on a physical activity toolkit. When complete they will be available on the website.	<ol style="list-style-type: none"> 1. Finalize toolkits
Adjournment	Danny Vestal adjourned the meeting at 4:30 pm. The next meeting will be held on Thursday, March 14, at 3:00 pm, in Room 160, Work Force Development Building, Eastern Shore Community College	