



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

Executive Committee and Work Group Chair Meeting

Thursday, March 14, 2013, 3:00 pm

Work Force Development Building Room 160

Eastern Shore Community College

MINUTES

Item	Discussion	Action
<p>Welcome & Introductions</p>	<p>Linda Thomas-Glover, ESHC Executive Committee Member and President, Eastern Shore Community College, called the meeting to order at 3:00 pm. Partners present included: Aileen Joeckel, Marketing Director of Blue Crab Bay; Scott Chandler, Administrative Director, Eastern Shore Health Department; Pam Holley, Eastern Shore Public Library Board; Rick Holley, Eastern Shore Center for Independent Living Board; Jean Joeckel, Health Educator, Eastern Shore Rural Health; Patti Kiger, Instructor, Eastern Virginia Medical School & Executive Director, Eastern Shore Healthy Communities; Michael Lopez, Student, Northampton County Public Schools; Jim McGowan, Grants Coordinator, Eastern Shore Community College; Carly Nottingham, Student, Northampton County Public Schools; Melinda Phillips, Specialists for Administrative Services; Hali Plourde-Rogers, Eastern Shore Land Trust; Barbara Schwenk, Economic Development Coordinator, Accomack-Northampton Planning District Commission; Rob Testerman, Land Use Planner, Accomack County Planning Department; Carol Vaughn, Journalist, Eastern Shore News; Joe Zager, Vice President, Riverside Shore Memorial Hospital.</p>	
<p>Approval of the Minutes</p>	<p>Jean Joeckel motioned approval of the minutes. Pam Holley offered a second to the motion. Minutes were unanimously approved.</p>	
<p>Special Presentation</p>		
<p>Student Civic Engagement: Unhealthy Food and Beverage Audit at Northampton County Public Schools</p>	<p>Melinda Phillips, Administrative Services Specialist at Northampton County Public Schools, introduced the Healthy Audit project by saying that the initiative began with one goal in mind – to look for unhealthy food and beverage advertising on campus – and then it grew. Students in the Marketing class at Northampton High School conducted an audit of unhealthy food marketing in their school. They found that the district wellness policy was not being observed in terms of vending items offered after school. Michael Lopez and Carly Nottingham, Northampton County High School students presented findings that included:</p> <ul style="list-style-type: none"> • 63% of snack items offered in vending machines do not meet the Governor’s Scorecard standards for nutrition. • 80% of beverage choices do meet Governor’s Scorecards standards. • School policy states that only refrigerated vending will be offered after school and students found many vending items that were not refrigerated. 	

	<ul style="list-style-type: none"> The school store, open before and after school, offers items that are acceptable on the Governor's Scorecard for nutrition standards. The Cafeteria vending machine available to students during breakfast and lunch, are stocked with drinks, not food, and contain flavored Gatorade and waters. <p>Students proposed items they would like to see in refrigerated vending machines at lunch and these included adult lunch combos and "Lunchables" as well as yogurt, hummus, pretzels and flavored milks. A committee of students, staff, teachers and administrators has been formed within Northampton County Public Schools to address issues found in the audit.</p>	
Old Business		
Leadership Institute Work Group NLAPH Retreat	<p>Linda Thomas-Glover, Leadership Work Group Chair, reported that the Work Group applied for and received a grant to receive leadership training and mentorship. As part of the training, the group had to develop objectives and they developed two objectives: 1) Expand what local businesses are doing around a healthy work life; and 2) Begin an Eastern Shore Leadership Institute that provides training and mentorship to future Eastern Shore leaders. Work Group members, Dr. Glover, Scott Chandler, Aileen Joeckel and Patti Kiger, just returned from a 3-day retreat with 21 other leadership teams throughout the country. As neither Dr. Glover nor Aileen Joeckel are a part of the health care community, they were surprised to see what other teams were doing. Dr. Glover reported she heard multi-faceted approaches and was impressed by the enthusiasm. From literacy to alcohol all teams shared the challenges they faced. Dr. Glover shared that the work group goals are the following: visits with 10 faith communities and 10 businesses by August, with follow-up calls by October, and having 10 (5 faith community and 5 business) organizational wellness policies that includes physical activity, nutrition (vending machines) and tobacco-free campus. Also, develop full plans for an Eastern Shore Leadership Institute by December 2013. Dr. Glover stressed the importance of creating networks within the community to make this happen.</p>	<ol style="list-style-type: none"> Leadership Work Group will work closely with the Wellness Policy Work Group to accomplish the wellness policy goals. Leadership Work Group will also work with mentor to develop a leadership institute.
Activate Eastern Shore Work Group	No one was available from the Work Group to make the report. Patti Kiger announced that the 2013 Activate Eastern Shore fitness challenge would occur from April 1 through June 9 and encouraged partners to register and to encourage friends and family.	<ol style="list-style-type: none"> Partners will enroll and encourage families and friends.
Healthy Options Restaurants Work Group	Joani Donahoe , the new Healthy Options Restaurant Coordinator reported that last year, 10 restaurants applied for and received "Healthy Options Restaurant" status. Joani plans to return to those 10 restaurants and ask them if they want to add more healthy items on their menu. She noted that Ann Ostrander, former Healthy Options Restaurant Coordinator, left a list of other restaurants to visit and recruit. Joani would like ESHC to start a Facebook page for Healthy Options Restaurants and she has lots of other new ideas to promote the program.	<ol style="list-style-type: none"> Joani Donahoe will visit current Healthy Option Restaurants to see if they will add new healthy options on menu. Joani will recruit new restaurants.
Wellness Plans Work Group	Jean Joeckel , Wellness Plans Work Group Chair, reported that sample vending and physical activity wellness policies are available and she and Joni White are compiling tool kits for businesses and faith communities to use to adopt worksite and faith community wellness policies. Jean also discussed the challenge of getting employees interested in participating.	<ol style="list-style-type: none"> Toolkits to be completed. Businesses to be visited. Policies to be developed
Livable Communities	Barb Schwenk and Rob Testerman , Livable Communities co-chairs, reported that the following	<ol style="list-style-type: none"> Barb Schwenk and Rob

Work Group	towns want signage for their newly designed trails: Nassawadox, Wachapreague, Melfa, and maybe Cape Charles. Further conversation concerned the Southern Tip Partnership meeting and walking/biking trails along the railway. Pam Holley suggested we put an ad in the paper to attract people to a rails-to-trails meeting to discuss moving the previously proposed bike trail project along. Dates suggested for a meeting included May 21 or 23. Comments were also made concerning counties stopping new entrances to Route 13 being built because they are unsafe. Northampton County adopted a Highway Corridor Overlay District. Accomack has not. VDOT has regulations about how many entrances can be put in. Counties can adopt an even more stringent policy. Onley wants to stop access level for hospital.	Testerman will assemble the Livable Communities Work Group and make a strategic plan to re-engage the community in the Rails to Trails initiative. 2. Work group will discuss what can be done regarding Rt. 13 entrances.
Strategic Planning	Patti Kiger asked partners to begin thinking about the next three years and how ESHC will continue to be strategic in improving nutrition, increasing physical activity, and increasing the number of tobacco-free campuses on the Eastern Shore. A strategic planning retreat is planned for June 6, place to be announced. The input of all Executive Committee members is required and all partners are encouraged to participate.	1. Patti to announce place of Strategic Planning retreat.
New Business		
Web Site	Pam Holley suggested that we list libraries on the ESHC web site. The Nassawadox Library will have a walking trail.	1. Patti to add listing of local libraries to the web site 2. Pam to give Patti the list.
Tobacco Use Control Project	Joni White reported that some businesses have put the link to the Quit Line on their web site. The last set of store alert & report cards have gone out. Eastern Shore Community College nursing students have been assisting in the advertising audit, looking for advertising that targets youth. This is apparent when signs are at waist level or lower.	1. Offer the signage grant to other communities. 2. Look for small grants to fulfill small community needs.
Adjournment	Linda Glover adjourned the meeting at 4:30 pm, reminding partners to recruit others to the partnership, to enroll in Activate Eastern Shore's fitness challenge, and to contribute ideas for the strategic plan. The next meeting will be April 11, 3:00 pm, Eastern Shore Community College, WFD 160.	1. Partners to recruit other partners. 2. Partners to consider agenda items for the strategic plan.