



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

Executive Committee and Work Group Chair Meeting

Thursday, April 11, 2013, 3:00 pm

Work Force Development Building Room 160

Eastern Shore Community College

MINUTES

Item	Discussion	Action
Welcome & Introductions	<p>Scott Chandler, ESHC Executive Committee Member and Administrative Director, Eastern Shore Health Department, called the meeting to order at 3:00 pm. Partners present included: Kathy Boyd, Holistic Nutritionist; Joani Donohoe, Eastern Shore Health Department, ESHC Healthy Options Restaurants Coordinator; Dr. Linda Thomas-Glover, President, Eastern Shore Community College; Brenette Hinman, Accomack-Northampton Planning District Commission; Aileen Joeckel, Marketing Director, Blue Crab Bay; Roberta Kellam, Northampton County Planning Commission; James Kelly, Extension Agent; Melinda Phillips, Specialist for Administrative Services; Keith Privett, Eastern Shore Health Department; Barbara Schwenk, Economic Development Coordinator, Accomack-Northampton Planning District Commission; Rob Testerman, Land Use Planner, Accomack County Planning Department; Jim Welch, IPAC, Marine Environmental Research Corporation, Project Coordinator.</p>	
Approval of the Minutes	<p>Linda Thomas-Glover motioned approval of the minutes. Barbara Schwenk offered a second to the motion. Minutes were unanimously approved.</p>	
Old Business		
Livable Communities/ Walking Trails	<p>Rob Testerman, co-chair, reported that Nassawadox, Wachapreague, Melfa and Cape Charles have expressed interest in the Walking and Biking Trail grants. Roberta Kellam also announced that she and Patti Kiger attended a meeting in Richmond on Tuesday, March 19, with Neal Barber, Caroline Nowery, and Terri Lovelace, community advisors with Virginia Community Capital to discuss affordable housing and planning opportunities that might be available for Virginia's Eastern Shore. She said a follow-up meeting is scheduled for Tuesday, April 16 on the Shore.</p>	<ol style="list-style-type: none"> 1. Walking trail routes must be established (by sub-grantees). 2. Signs must be designed and ordered (by Work Group and staff).
Healthy Options Restaurants	<p>Joani Donohoe, Healthy Options Restaurant chair, explained the 11 criteria that restaurants must meet to become a Healthy Options Restaurant. She also showed the new decal that those restaurant owners who apply and qualify as Healthy Options Restaurants may display on their door or window. Blake Johnson, Island House Restaurant owner, said he would place the Healthy Options logo on his Route 13 electronic sign which will be a tremendous branding aid. Joani stated that some restaurant applicants could use nutrition assistance in creating healthy menu items. Kathy Boyd, holistic nutritionist, has volunteered to help with menu meal selection. Five restaurants have applied for Healthy Options status, with four more restaurants submitting recipes. Joani also asked partners to help evaluate existing Healthy Options restaurants. She distributed evaluation directions and a form to complete. Evaluation requires going for a meal at a participating restaurants, determining how</p>	<ol style="list-style-type: none"> 1. Partners who have evaluated a Healthy Options Restaurant 2, please turn your evaluations in to Joani right away at joanidonohoe@gmail.com or bring to next meeting. 2. Partner volunteers are needed to evaluate current Healthy Options

	<p>knowledgeable the wait staff is about the menu “healthy options”; also reporting on how well the 500-700- calorie count menu item tastes and is presented. Eventually, after talking with the server and restaurant owner or manager, the evaluator should communicate their purpose, that they are there to evaluate the restaurant’s performance as a Healthy Options Restaurant. Finalized evaluations should be sent to Joani Donohoe and directions are on the forms. For a restaurant to participate in the Health Option Program their Healthy Options meals must meet stringent nutrient and caloric requirements, and the restaurant must have a clean Health Department inspection and be in compliance with the Commonwealth’s smoke-free restaurant law. Joani is planning a Facebook page for Healthy Options Restaurants to increase buzz about the program. Keith Privett, of the Health Department, is assisting Joani with program implementation.</p>	<p>Restaurants. Contact Joani Donohoe at joanidonohoe@gmail.com for directions and forms.</p>
<p>Worksite and Faith Communities Wellness Policies</p>	<p>Aileen Joeckel reported that the Leadership Work Group met with the Worksite and Faith Communities Wellness Work Group on April 4. As part of their Leadership Fellowship with the National Academy for Public Health Leadership (NAPHL), the Leadership Work Group had to select a project to undertake during their fellowship year. They selected Worksite and Faith Communities Wellness Policies. Their role is to support the current Work Group and share with them guidance and resources they receive from the NAPHL. Plans are to endorse and promote three tool kits: one each for physical activity, vending machines, and tobacco-free campuses; encourage participation by businesses and faith communities, support with evidence-based materials, and recognize successful participants who adopt wellness policies using the tool kits. Together, the combined work groups will refine the tool kits to two pages each; create a list of businesses and faith communities to approach; assign work group members to meet with CEOs of businesses and faith community pastors to gain their agreement to develop a wellness policy; support businesses and faith communities as they develop plans, a timeline, and implement their policies. Finally, the work group will plan a public announcement of the business or faith group’s successful wellness plan. In addition, while working with businesses and faith communities, the joint work group will initiate recruitment efforts for the Leadership Institute planned for some time in 2014.</p>	<ol style="list-style-type: none"> 1. By June 1 – Tool kits finalized (Jean Joeckel) 2. By July 1 – Businesses and faith communities to be approached list created (Work Groups members). 3. By Sept. 1 – Appointments set and accomplished with at least 10 businesses and 10 faith communities (Work Groups members) 4. By Nov. 1 – At least 5 businesses & 5 faith communities will have adopted Wellness Policies, and have been recognized in media for having done so.
<p>Student Food & Beverage Advertising Audit</p>	<p>Melinda Phillips, co-chair, announced that the Northampton County Public Schools student/faculty/administration wellness committee will hold a second meeting in April during which time the Culinary Arts teacher present healthy food options for students to sample.</p>	<ol style="list-style-type: none"> 1. Accomack County Public Schools and Broadwater Academy will complete and report on their audit by the end of the 2013 school year. 2. Both teams will present their findings at the following ESHC meeting.
<p>New Business</p>		
<p>Strategic Planning Retreat</p>	<p>Scott Chandler reminded partners to mark their calendars for the June 6 Strategic Planning Retreat at Camp Silver Beach. The retreat is open to all partners for participation. Executive Committee members are strongly encouraged to attend. Breakfast and lunch will be served so partners planning to attend should RSVP to kigerpg@evms.edu.</p>	<ol style="list-style-type: none"> 1. Partners should respond to kigerpg@evms.edu their desire to attend the planning retreat.

SPECIAL PRESENTATION		
<p>Certificate of Appreciation to Barbara Schwenk, retiring co-leader of Healthy Communities Work Group</p>	<p>Dr. Linda Thomas-Glover recognized Barbara Schwenk for her work on Economic Development in both counties and for her leadership on the Walking Trails and Livable Communities Work Groups with a Certificate of Appreciation. Barb will be retiring from the Accomack- Northampton County Planning District Commission and also from Eastern Shore Healthy Communities. Dr. Glover wished her well on her retirement and commended Barbara on her work and real action taken in a short time in her collaboration with Eastern Shore Healthy Communities.</p>	
<p>Adjournment</p>	<p>Scott Chandler adjourned the full coalition meeting at 3:45 pm so that Work Groups could use the remaining time for their meetings. Reports of individual meetings will be held at the June meeting. The next Eastern Shore Healthy Communities meeting will be held on Thursday, May 9, 2013 at Eastern Shore Community College, Work Force Development Building, Room 160.</p>	<p>1. Next meeting: May 9, at 3 pm, ESCC, WFD 160</p>