



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

Executive Committee and Work Group Chair Meeting

Thursday, June 13, 2013, 3:00 pm

Eastern Shore Community College

Work Force Development Conference Room

MINUTES

Item	Discussion	Action
<p>Welcome & Introductions</p>	<p>Danny Vestal, Chair, and Ex. Dir. YMCA Camp Silver Beach, called the meeting to order at 3:00 pm. Partners present included: Ellen Archer, Eastern Shore Health Department; Scott Chandler, Administrative Director, Eastern Shore Health Department; David Chang, M.D., Medical Director, Eastern Shore Health District; Jackie Davis, Human Resources Director, Northampton County, Eastern Shore Health District; Joani Donohoe, Eastern Shore Health Department, ESHC Healthy Options Restaurants Coordinator; Andre Elliott, Director, Eastern Shore Family YMCA; Dr. Linda Thomas-Glover, President, Eastern Shore Community College; Pam Holley, Chair, Eastern Shore Public Library Foundation; Rick Holley, National Foundation for the Blind; Mark Horton, National Leadership Academy for the Public's Health and former California Director of Public Health; Aileen Joeckel, Marketing Director, Blue Crab Bay; Jean Joeckel, Health Educator, Eastern Shore Rural Health, Inc.; J.J. Justis, Eastern Shore Health Department; Patti Kiger, Ex. Director ESHC and Instructor, Eastern Virginia Medical School; Bob Mayes, Retired, U.S. Public Health Service, Citizen Member; Pauline Milbourne, Accomack County Public Schools; Rev. Gary Miller, pastor, Atlantic United Methodist Church; Jack Pierson, Mayor, Town of Onley; Keith Privett, Eastern Shore Health Department; Sue Simon, Economic Development Coordinator, Accomack-Northampton Planning District Commission; Keith Privett, Eastern shore Health Department; Joni White, Eastern Shore Health Department; Joe Zager, Vice President, Riverside Shore Memorial Hospital.</p>	
<p>Approval of the Minutes</p>	<p>Linda Thomas-Glover motioned approval of the minutes. Rev. Gary Miller offered a second to the motion. Minutes were unanimously approved.</p>	
<p>Special Presentation</p>	<p>Dr. Mark Horton, former Director of Health for California and current Coach with the National Leadership Academy for the Public's Health, presented information on the Leadership Academy, focusing on the Academy's intersectoral model. He emphasized that to improve the public's health, all sectors in a community must come together to understand that while public health was once a disease oriented institution, it is now more oriented toward how communities can prevent ill health through a multi-sector approach with leaders from government, business, housing, transportation, community design, food and physical activity resources, education and others who lead those sectors considered important social determinants of health. He suggested that we begin to change the conversation on health by inviting others to contribute, discuss the assets of our community, the possibilities for future health, and the health indicators on which to focus. The Leadership Academy was developed to teach current fellows how to participate productively in an intersectoral or multi-sector partnership. He introduced the concept of "Health in All Policies" approach and emphasized</p>	

	the need to discuss health equity – giving all citizens a fair and equal opportunity for health-producing opportunities.	
Old Business		
Strategic Planning	Danny Vestal reviewed the Strategic Planning Retreat where participants reviewed the current plan, our accomplishments, what is left to complete, and emphasized the need for both inward (coalition strengthening) and outward (health initiatives) work to move forward. The group reviewed an Executive Committee opinion survey of accomplishments, strengths, weaknesses, opportunities and threats and ideas for the new strategic plan. In addition, participants reviewed data from the most recent County Health Rankings, as well as terms and concepts from the World Health Organization and the Institute of Medicine. The group brainstormed what they would like to see accomplished in the next three years (2014-2016) and made a first attempt at grouping the ideas and concepts. Finally, partners indicated which initiatives they would agree to work on and those which they would be willing to lead. A draft of the retreat work will be presented at the July meeting for further partner input.	<ol style="list-style-type: none"> 1. Report a draft plan to full coalition at the July meeting to receive more input. 2. The August meeting will focus on Livable Communities thus allowing more data into this lead ESHC initiative. 3. Another draft will be reviewed at the September meeting. 4. The final plan is targeted to be complete and endorsed by the December meeting.
Worksite & Faith Community Wellness Policies	Jean Joeckel outlined next steps for the Work Group which includes completing the PowerPoint presentation, arranging a meeting with the three Eastern Shore Chambers and another with faith communities to present the overall concept of worksite wellness policies, and then to follow-up with individual interested businesses and faith communities. This initiative is being supported by the Leadership Fellows as a leadership project to which they must contribute for their fellowship year.	<ol style="list-style-type: none"> 1. Finalize the presentation. 2. Coordinate meeting of all three ES Chambers and faith communities. 3. Arrange individual meetings of interested employers and faith communities. 4. By July 1, businesses and faith communities to be approached list created 5. By Sept. 1, appointments set and accomplished with at least 10 businesses and 10 faith communities 6. By Nov. 1, at least 5 businesses & 5 faith communities will have adopted Wellness Policies & been recognized in media for having done so.
Healthy Options Restaurants	Joani Donohoe announced that seven new restaurants have been added to our existing list of 10 Healthy Options Restaurants. A news release will go out announcing the new restaurants. Also, Joani asked if anyone signed up to evaluate restaurants and have not yet turned in their evaluations, to please do so as soon as possible.	<ol style="list-style-type: none"> 1. Create news release announcing new restaurants.

Smart Bites	Joani Donohoe described the Smart Bites Program and outlined that Northampton County Public Schools and Broadwater Academy have agreed to participate. We are still awaiting word from Accomack County Public Schools. Smart Bites is a program from the Institute of Medicine and we have been selected as a partner, along with two other U.S. sites: Flint (Genesee County), MI and San Diego, CA. Students select restaurants they typically use and we ask them if they will provide some kind of discount (like the McDonald's dollar meal deal) for their healthy foods. Students evaluate the menus according to the National Institute of Health's "Whoa, Go, and Slow" process. It is hoped that all participating restaurants, most likely fast food restaurants, will discount their "Go" and "Slow" foods and students will register for a "Smart Bites" card. When students order the healthy menu item and present their Smart Bites card, they get the discount and a stamp on their Smart Bites card. When the card is filled with stamps, the student will put the card in a box at their school for a drawing of further incentive items. A Smart Bites web site is under construction, with a page for the Eastern Shore, which will feature participating restaurants and their healthy menu items. The Institute of Medicine will provide point of purchase advertising, signage for restaurants, the smart bites card, and web site. Students will learn more about nutrition, be encouraged to order healthy menu items when dining out, and will receive reinforcement with incentive items and discounts. Restaurants will be encouraged to add healthy items to their menu and they will receive increased business for doing so. All in all, the program will encourage healthier eating on the Eastern Shore among this important youth population.	<ol style="list-style-type: none"> 1. Follow-up with Accomack County Public Schools to insure their participation. 2. Meet with student leaders/ambassadors to set up program. 3. Meet with restaurants to secure their participation. 4. Plan a launch date in September and enroll students. 5. Evaluate.
Leadership Work Group	Dr. Linda Thomas-Glover reviewed the site visit with Coach Dr. Mark Horton, explaining the Work Group's intention to assist with the Work Site Wellness Work Group and to also plan and implement a Leadership institute on the Eastern Shore so that we can insure the next generation of leaders for the Eastern Shore are prepared and well informed on important social and economic determinants.	
Fitness Challenge	Andre Elliott reported that the Fitness Challenge is over, the final awards will be given at the Music for the Hungry at the Old Onancock School on Saturday, July 13, and he commented that this year's competition was driven by participation and competition between Riverside and Eastern Shore Rural Health. He also mentioned the strategic role of Attitudes Fitness.	
New Business		
Announcements	<p>Rick Holley, referring to our leadership discussion, emphasized that we need to invite mayors and major employers to the partnership in order to really get movement on our initiatives. He specifically mentioned NASA, Perdue and Tysons.</p> <p>Pam Holley announced that the Library Foundation will meet with the Accomack Board of Supervisors to gain their support as they move forward with the new library.</p> <p>Rev. Gary Miller asked the partners to help create the Faith Community Mailing List by contributing the contact person and address of their own faith community.</p>	
Adjournment	Danny Vestal adjourned meeting at 4:30 pm, announcing that the next Eastern Shore Healthy Communities meeting will be held on Thursday, July 11, at 3:00 pm at Eastern Shore Community College WFD Rm 160. .	1. Next meeting: July 11, 3 pm, ESCC, WFD Rm 160