



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

Executive Committee and Work Group Chair Meeting

Thursday, July 11, 2013, 3:00 pm

Eastern Shore Community College

Work Force Development Classroom 160

MINUTES

Item	Discussion	Action
Welcome & Introductions	<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; Jackie Davis, Human Resources Director, Northampton County, Joani Donohoe, Eastern Shore Health Department, ESHC Healthy Options Restaurants Coordinator; Dr. Linda Thomas-Glover, President, Eastern Shore Community College; Jean Joeckel, Health Educator, Eastern Shore Rural Health, Inc.; Bob Mayes, Retired, U.S. Public Health Service, Citizen Member; Patti Kiger, Instructor, Eastern Virginia Medical School; Keith Privett, Eastern Shore Health Department; Sally Schreiber, Marketing Director, Riverside Shore Memorial Hospital; and Sue Simon, Economic Development Coordinator, Accomack-Northampton Planning District Commission.</p>	
Approval of the Minutes	<p>Keith Privett motioned approval of the minutes. Scott Chandler offered a second to the motion. Minutes were unanimously approved.</p>	
Strategic Planning Retreat Outcomes & Refinement	<p>Patti Kiger presented a rough first draft of the 2014 – 2015 Strategic Plan for partner input. Partners provided important input. Sections of the plan will require close scrutiny by current work groups tasked with carrying out the plan. The final plan is targeted to be presented at the December 2013 meeting for partner approval.</p>	
Old Business		
Worksite & Faith Community Wellness Policies	<p>Jean Joeckel reported that she and Joni White met to create a single Wellness Policy Toolkit for physical activity, nutrition and tobacco free campuses. The Chamber is hosting a session for the Affordable Care Act on September 6 and after the session, a work group member will present the concept for Wellness Policies, resources available through ESHC, and ask for interested business with which to follow-up to create a policy. In addition, Linda Glover will meet with the directors of all 3 Eastern Shore Chambers to determine a good time to make presentations to their membership. Also, Jean was able to further communicate the availability of this effort through Eastern Shore Rural Health's recent Health Services Retreat.</p>	
Healthy Options Restaurants	<p>Joani Donahoe reported that the Virginia Department of Health grant that was supporting Healthy Options' work and advertising over the summer ended on June 30. Seven new restaurants have qualified as Healthy Options Restaurants and two more restaurants' applications are pending. We have completed our first year initial evaluation period and the Work Group, consisting of Keith Privett, Kathy Boyd, and Bob Mayes, will review the evaluations and report back to the full partnership. Most</p>	<ol style="list-style-type: none"> 1. Compile and report on restaurant evaluations. 2. Develop policy to deal with maintenance of Healthy Options,

	restaurants have fully embraced the Healthy Options concept and are delivering their two approved meals with fidelity; others are taking liberties with the branding, adding items that have not yet received Healthy Options scrutiny; still others are not delivering their approved menu items with fidelity. The Work Group will develop a means to monitor and assist restaurants to deliver their approved menu items, add more if the restaurant wishes, and also develop a means to sanction those restaurants carrying the Healthy Options brand but not delivering a Healthy Options menu item. More Work Group members are needed.	including ways restaurants may add and brand Healthy Options to their menu and what to do with restaurants that do not deliver their approved Healthy Options with fidelity. 3. Recruit more Work Group members.
Smart Bites	Joani Donohoe reviewed the Smart Bites Program and outlined progress to date. She will be traveling to Washington D.C. for a meeting of all Smart Bites grantees. We have invited Accomack County Public Schools High Schools to participate and they have not yet responded. More volunteers are needed as are prizes for students who turn in their used Smart Bites Cards.	1. Recruit more Work Group Members. 2. Solicit prizes, incentives for using Smart Bite Cards
Leadership Fellowship	Linda Glover reported that the site visit went well and gave the group an opportunity to focus on both the Wellness Policies project and the Leadership Institute. As we move forward to developing the Leadership Institute, it was suggested that we develop a Leadership Institute Advisory Group or Board. This group will be comprised of Eastern Shore formal and informal leaders who have historically guided the Shore's progress. It will provide needed buy-in, input, as well as a connection with ESHC, possibly leading to Executive Committee members.	
Fitness Challenge	Danny Vestal reported that the 2013 Fitness Challenge is being wrapped up, the final awards will be given at the Music for the Hungry at the Old Onancock School on Saturday, July 13, and that given the overwhelming favor received in our pre-strategic planning research, the event will likely be repeated next year.	
Walking Trails	Susan Simon reported that she is working with the five towns selected for signage for their walking trails with VDOT paperwork. She has maps of most of the trails, but not exact locations for the signs. A GIS reading for each sign so the spots for signage must be marked.	
New Business		
Announcements	Keith Privett announced that a movement is afoot to change the way permitting for sewage systems occurs. Currently the Health Department issues the permit at a cost of \$50 after a thorough review and inspection. The alternative system of permitting leaves the Health Department out of the process and does not insure the proper inspection and scrutiny needed on the Eastern Shore. He reminded us that we have a lot at stake here and asked for partner's active input and involvement.	
Leadership Reflection	Linda Glover led our first leadership reflection, which will be the first of what is hoped to be a tradition of reflecting on leadership.	
Adjournment	Danny Vestal adjourned meeting at 4:30 pm, announcing that the next Eastern Shore Healthy Communities meeting will be held on Thursday, August 8, at 3:00 pm at Eastern Shore Community College.	1. Next meeting: August 8, 2013 at pm, ESCC, WFD Rm 160