



## Eastern Shore Healthy Communities

AN ACHIEVE COALITION

**Executive Committee and Work Group Chair Meeting**

Thursday, August 8, 2013, 3:00 pm

Eastern Shore Community College

President's Conference Room

### MINUTES

Item	Discussion	Action
<b>Welcome &amp; Introductions</b>	<p><b>Danny Vestal</b>, Chair, and Ex. Dir. YMCA Camp Silver Beach, called the meeting to order at 3:00 pm. Partners present included: <b>Scott Chandler</b>, Administrative Director, Eastern Shore Health Department; <b>Dr. Linda Thomas-Glover</b>, President, Eastern Shore Community College; <b>Patti Kiger</b>, Instructor, Eastern Virginia Medical School; <b>Rev. Gary Miller</b>, Pastor, St. John's United Methodist Church; <b>Joe Zager</b>, Vice President, Riverside Shore Memorial Hospital.</p>	
<b>Approval of the Minutes</b>	<p><b>Linda Glover</b> motioned approval of the minutes. <b>Scott Chandler</b> offered a second to the motion. Minutes were unanimously approved.</p>	
<b>Old Business</b>		
<b>Align Mission with Capabilities</b> <i>Creating a Healthier Eastern Shore</i>	<p><b>Topic: We focus on obesity and tobacco use, which accounts for 75% of the U.S. spending (\$2.5 trillion) on medical care. Other Shore health issues exist: social determinants, breast cancer, and mental health. Do we address these? Do we write a white paper analysis of health issues and circulate? Do we coordinate a Shore-wide analysis of health issues/needs that includes Health Dept., CSB, Hospital required reports and plan for a future process in which all institutions share resources for a more specific and better outcome?</b></p> <ul style="list-style-type: none"> <li>• Broadening our scope carries the risk of losing focus. We should also be careful not to duplicate other coalitions and organizations efforts.</li> <li>• We should continue to take a policy, systems and environmental change approach. That framework makes our work unique, reducing redundancy with other organizations or coalitions.</li> <li>• The three community health surveys: Health Department, CSB and Riverside Shore Memorial Hospital community surveys can provide guidance on issues to pursue, but no one organization can address all issues. (Side note: in future we should encourage all three entities to combine resources for one Shore-wide health survey) (Side note: a meeting of all coalitions should be convened by a neutral party, perhaps the Health Department, to introduce everyone to the work that each coalition pursues).</li> <li>• A reduction in people seeking preventive care due to the economy may result in sicker people using health resources at the most expensive end of the scale. ESHC may find opportunity here to increase population-based prevention efforts. Continuing to address obesity and tobacco use gets at the root cause of chronic diseases—diseases that account for 75% of all US health costs.</li> <li>• Conclusion: The fight to reduce tobacco use has taken decades. We're only a few years into addressing obesity. Perhaps we should stay the course.</li> </ul>	<ol style="list-style-type: none"> <li>1. Remain focused on root causes of chronic diseases: obesity and tobacco use.</li> </ol>

<p><b>Encourage leadership among partners</b>  <b>Recruitment</b>  <b>Membership</b>  <b>Leadership</b></p>	<p><b>1. Membership recruitment: Who is missing from the table? (What sector, what do our current initiatives need?)</b>  Missing sectors include mental health and business. It was suggested that we approach Dr. Mark Freeze (Executive Director of the Community Services Board) and/or Dr. McLane (CSB Medical Director). Business is currently represented by Aileen Joeckel (Blue Crab Bay Co.) and we need to expand business membership. It was also suggested that we should consider members from other coalitions and from a more diverse geography.</p> <p><b>2. Executive Committee recruitment.</b></p> <ul style="list-style-type: none"> <li>• Shore leaders are well-known and repetitively tapped for boards.</li> <li>• Retired leaders are also willing to serve and may have more time.</li> <li>• Caution must be used to detect those with agendas as our work requires having an open mind.</li> <li>• Members are needed from across sectors and across geographies.</li> <li>• When approaching organizations, perhaps they may provide resumes of those who would consider representing them.</li> <li>• The need is immediate. Inviting new people on our Executive Committee who have not yet learned the PSE framework is a challenge because we are asking them to lead using this concept.</li> <li>• We should rotate leadership among the larger towns.</li> <li>• Lost opportunity noted: debriefing past superintendents for strategy on best ways to connect with them and communicate essential relevance. Perhaps we should schedule a presentation to each school board annually. Perhaps we should schedule a presentation to the PTA as well.</li> <li>• Suggestions for board: the planners, Aileen Joeckel, someone from Chincoteague.</li> <li>• Our pre-strategic planning retreat survey asked for names of leaders. Patti will circulate that list to each Executive Committee member and ask them to contribute other suggestions and return. Patti will re-send the combined list and ask for top five picks for new Executive Committee members and report back. Each EC member will volunteer to meet with prospects.</li> </ul> <p><b>3. Officers. What officers are necessary? Who will we nominate?</b>  Linda Thomas-Glover and Scott Chandler have agreed to accept co-chair nominations. Joe Zager was suggested as a Vice Chair. Danny Vestal will assume the role of past chair. The voting membership will elect them at the December meeting. Patti will assemble the membership list.</p>	<ol style="list-style-type: none"> <li>1. Patti will circulate list of suggested leaders for executive committee members to review, amend and return.</li> <li>2. Patti will send expanded list to executive committee members to select top five candidates and return.</li> <li>3. Patti will send results of voting.</li> <li>4. Executive committee members will volunteer to meet with each of the candidates to recruit to Executive Committee.</li> </ol>
<p><b>Other agenda items</b></p>	<p>Another executive committee meeting will be called for October to consider agenda items missed during this meeting.</p>	<ol style="list-style-type: none"> <li>1. Next Executive Committee meeting will be October 10, perhaps before the full meeting.</li> </ol>
<p><b>Adjournment</b></p>	<p><b>Danny Vestal</b> adjourned meeting at 4:00 pm, announcing that the next Eastern Shore Healthy Communities meeting will be held at 3 pm, Thursday, Sept. 14, at Eastern Shore Community College.</p>	