



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

GENERAL COALITION MEETING

Eastern Shore Community College

Thursday, August 8, 2013

President's Conference Room – Admin Bldg.

AGENDA

Item	Details	Time
Welcome & Agenda Review	While all agenda items are important, we may need to focus on several today and defer others. The Chair will gauge this based on your input, discussion, and available time.	3:00 pm
Minutes		3:03 pm
Old Business		
Align Mission with Capabilities <i>Creating a Healthier Eastern Shore</i>	1. We focus on obesity and tobacco use, which account for 75% of the U.S. spending (\$2.5 trillion) on medical care. Other Shore health issues exist: social determinants, breast cancer, mental health, etc.. Do we address these? Do we write a white paper analysis of health issues and circulate? Should existing health needs assessments by various organizations be reviewed and analyzed to possibly create a community health improvement plan? How is this best accomplished? How can ESHC and other organizations, institutions, and coalitions work together for optimal and collective community impact?	3:05 pm
Encourage leadership among partners Recruitment Membership Leadership	1. Membership recruitment: Who is missing from the table? (What sector, what do our current initiatives need?) 2. Executive Committee recruitment: See lists gathered during strategic planning. Comments 3. Officers. What officers are necessary? Who will we nominate?	3:15 pm
Acquire resources to accomplish mission. a) 2 VDH grants ended 06/31/13 (walkability wkshop/restaurants) b) Have NIH c) Still working on IOM contract d) NLAPH – assistance, but no money e) BMI	Grants just ended: VDH – Walkability Workshops - \$50,000 VDH - Healthy Options Restaurants - \$25,000 Current Grants VFHY – Administrative, walking trails, fitness challenge (2013 only). \$80,000 (\$40K/yr) 2 yrs NIH – Community-Academic Ptnership to design research project. \$30,000/yr IOM – Smart Bites - \$45,000 (\$15,000/yr – 3 yrs) NLAPH – Leadership Institute & Worksite/Faith Communities Wellness Policies. No money, but technical assistance. CHKD/EVMS - Child BMI Data Collection - \$45,000 (1 yr) Grants Upcoming VDH (\$?) VFHY (\$?) 501 (c) (3). Is this the wisest path for future security? Succession management? Does a 501 (c) (3) compete unnecessarily with current partners? Where will the money come from? Outside grants? Fundraising campaign? What kind of budget will be needed?	3:30 pm

Serve as a resource for health data and information.	Website. Need to include updated statistics. Site writing and organization needs work.	3:40 pm
Brand Eastern Shore Healthy Communities	Anything more need to be done here?	3:45 pm
Craft positioning and create high profile community presence	Does positioning still work? Do we require more regular news releases or other awareness and informational approaches?.	3:50 pm
Use data to guide goals, initiatives and evaluation.	Is our 2014 – 2016 strategic plan being informed by data? What additional data or interpretation of data might be needed.	3:55 pm
Manage future systematically (with strategic planning, measurement, adjustment, realignment)	Plan now for next year's strategic planning session. Add evaluation component.	4:00 pm
New Business		
Other		4:05 pm
Leadership Reflection	Each Board Member provides brief reflection on what ESHC leadership has meant for themselves personally, professionally, and for the Shore's health.	4:10 pm
Adjournment	Danny Vestal, Chair	4:15 pm

Next Coalition Meeting: September 12, 2013

Eastern Shore Community College WFD Room 160