



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

General Coalition Meeting

Thursday, October 10, 2013, 3:00 pm

Eastern Shore Community College

MINUTES

Item	Discussion	Action
<p>Welcome & Introductions</p>	<p>Danny Vestal, Chair, ESHC and Executive Director YMCA Camp Silver Beach, called the meeting to order at 3:00 pm. Partners present included: Marc Barlow, private citizen; Bruce Benson, Superintendent, Accomack County Public Schools; Amy Bull, Marketing Director, Eastern Shore Rural Health System, Inc.; Scott Chandler, Administrative Manager, Eastern Shore Health District; Jackie Davis, Director, Human Resources, Northampton County; Savana Davis, Student, Broadwater Academy; Andre Elliott, Operations Manager, Eastern Shore Family YMCA; Jackie Haymaker, Extension Agent, 4-H Youth Development, Virginia Cooperative Extension, Accomack County; Aileen Joeckel, Town of Wachapreague and Blue Bay Crab Co., Jean Joeckel, Eastern Shore Rural Health System, Inc., Patti Kiger, Instructor, Eastern Virginia Medical School; Pauline Milbourne, Parent Resource Center Coordinator, Accomack County Public Schools; Christina Murray, Extension Agent, 4-H Youth Development, Virginia Cooperative Extension, Northampton County; Susan O'Brien, Family Nutrition Program Assistant, Virginia Cooperative Extension, Accomack County; Kelsey Parker, Student, Broadwater Academy; Barbara Parker, Director of Guidance, Broadwater Academy; Keren Plowden, Director of Special Programs, Northampton County Public Schools; Amy Shockley, Regional Adult Education Program Manager; Susan Simon, Economic Development Coordinator, Accomack-Northampton Planning District Commission; Ipek Taffee, Vice President, Children's Services, The Planning Council; Joe Zager, Vice President, Riverside Shore Memorial Hospital.</p>	
<p>Approval of the Minutes</p>	<p>Andre Elliott motioned approval of the minutes. Scott Chandler offered a second to the motion. Minutes were unanimously approved.</p>	
<p>Special Dialogue</p>		
<p>Supporting our Schools. How do we support schools to help children and adolescents eat well, move more, and live in tobacco-free environments?</p>	<p>Participants included: Bruce Benson, Accomack County Public Schools Superintendent; Barbara Parker, Director of Guidance, Broadwater Academy and Broadwater Students Savana Davis and Kelsey Parker; Keren Plowden, Director of Special Programs, Northampton County Public Schools; and Ipek Taffe, Vice President for Children's Services, The Planning Council. The dialogue purpose was to ask school officials about ways ESHC can assist in generating healthier nutrition and physical activity among local schools. Outcomes from this dialogue will contribute to ESHC's strategic plan. The following outlines 1) Ways ESHC can strategically assist schools (to be reflected in the plan); 2) Suggestions for schools; 3) Challenges schools face; 3) Suggested community initiatives; 3) Suggested community initiatives; 4) Other observations.</p> <p>Ways ESHC can assist schools (add to strategic plan)</p> <p>1. Continue BMI data collection. Release of data stimulates reason to address the problem and conversations on ways to address the problem of childhood obesity.</p>	

	<p>2. Continue Smart Bites program. The program calls attention to calories and nutrients in food and tries to influence restaurant food selection among students. Perhaps extend to parents.</p> <p>3. Support early childhood caregivers in developing policies for nutrition and physical activity. The Planning Council will take the lead on working with early childcare providers to help them conduct self-assessments and self-directed goals for policy development.</p> <p>Suggestions for schools.</p> <ol style="list-style-type: none"> 1. Design nutrition and physical activity curriculum to support healthy cafeteria meal offerings and physical education curriculum. 2. Add to parent engagement and collaboration a conversation about the importance of good nutrition and adequate physical activity. Perhaps hold a parents nutrition night. 3. Lengthen the school day/week to provide more time for nutrition and physical activity learning. 4. Exchange fundraisers and celebrations that offer calorie dense, nutrition poor foods for more healthy foods and beverages (i.e. popcorn, water, fruit) or non-foods (stickers, gift wraps) 5. Offer food tastings before including new food items on cafeteria menu to insure students generally like and will purchase the new item. 6. Students in one Accomack County high school are making suggestions for cafeteria food. Perhaps this idea can spread. 7. Create a way students can purchase ice cream after they have eaten their lunch (melting factor). 8. Allow elementary students to run to recess once outside the building. 9. Emphasize physical activity for life, like biking, bowling, walking, instead of emphasizing team sports which often aren't useful in adulthood. <p>Challenges schools face</p> <ol style="list-style-type: none"> 1. Cafeterias have to break even. If they offer foods that students don't want to eat or purchase, they won't cover their costs. 2. Some students are unfamiliar with fruits and vegetables offered in cafeterias because they aren't served them at home. 3. Time & competing priorities <p>Suggested community initiatives</p> <ol style="list-style-type: none"> 1. Create a community directory of physical activity and nutrition resources. 2. Have physicians work with parents to insure they know their child's BMI and the meaning of it (already being done by Rural Health Systems, Inc.) 3. Have grocery stores offer parents tours, discounts for healthy foods, and instructions on how to plan and shop wisely. 4. The YMCA is offering Y-Change, a program for healthy adults who want to learn better lifestyle habits. Perhaps this can be offered through the schools. <p>Other observations</p> <ol style="list-style-type: none"> 1. Accomack County Cooperative Extension conducts a 6-week healthy eating and physical activity program. Outcomes and feedback have been positive. 2. Schools did a good job with smoking, though the results weren't perfect and it took many years. Obesity offers a similar challenge and addressing it in schools won't be perfect and will take time. 	
Leadership Reflection	Scott Chandler offered the leadership reflection.	
Adjournment	Danny Vestal adjourned meeting at 4:30 pm, announcing that the next Eastern Shore Healthy Communities meeting will be held at 3 pm, Thursday, Nov. 14, at Eastern Shore Community College.	