



## Eastern Shore Healthy Communities

AN ACHIEVE COALITION

### General Coalition Meeting

Thursday, November 14, 2013, 3:00 pm

Eastern Shore Community College

### MINUTES

Item	Discussion	Action
<b>Welcome &amp; Introductions</b>	<p><b>Danny Vestal</b>, Chair, ESHC and YMCA Camp Silver Beach, called the meeting to order at 3:00 pm. Partners present included: <b>Gordon Atkins</b>, Associated Insurance Centers; <b>Ellen Archer</b>, Eastern Shore Health District; ; <b>Paul Berge</b>, Citizen; <b>Scott Chandler</b>, Eastern Shore Health District; <b>Joani Donohoe</b>, Eastern Shore Health District; <b>Linda Thomas-Glover</b>, Eastern Shore Community College; <b>Chester Hall</b>, Accomack County Public Schools; <b>Pam Holley</b>, Library Board; <b>Rick Holley</b>, Center for Independent Living; <b>Aileen Joeckel</b>, Town of Wachapreague &amp; Blue Bay Crab Co., <b>Jean Joeckel</b>, Eastern Shore Rural Health System, Inc., <b>Patti Kiger</b>, Eastern Virginia Medical School; <b>Tsara Knock</b>, Nandua High School; <b>Carolyn Mayers</b>, Citizen; <b>Bob Mayes</b>, Citizen; <b>Susan O'Brien</b>, Virginia Cooperative Extension, Accomack County; <b>Katie O'Shea</b>, Eastern Shore Family YMCA; <b>Melinda Phillips</b>, Northampton County Public Schools; <b>Delores Thompson</b>, Good For You Naturally; <b>Jim Welch</b>, Marine Environmental Research Corporation; <b>Joni White</b>, Eastern Shore Health District; <b>Florence Wright</b>, Citizen</p>	
<b>Approval of the Minutes</b>	<p><b>Jean Joeckel</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>Academic Community Partnership</b>	<p>New Work Group Co-Chair <b>Bob Mayes</b> explained that this group focuses on community-based-participatory research which engages the community in research. The initiative will test the Livable Communities concept on the Eastern Shore as a means to address obesity prevention equitably and positively influencing social determinants of health. In January the group will be holding small gatherings throughout the Shore engaging community members with information and interaction, asking what would make their community more Livable. Livable Communities are those that build where infrastructure exists; build multi-income, multi-type housing for all income levels within town and build essential stores, services and recreation areas within walking distance; and focus on transportation with an emphasis on active (walking, biking) and mass (bus service) transportation. Because information from each of the meetings will be recorded for publication, they will be considered research so participant written consent will be required.</p>	<p>January community meetings will be planned and announced.</p>
<b>Activate Eastern Shore 2014</b>	<p>In Work Group Chair <b>Andre Elliott's</b> absence, <b>Katie O'Shea</b> and <b>Danny Vestal</b> reported that by popular demand Fitness Challenge 2014 will be held. The Work Group will meet soon and details will follow.</p>	<p>Work Group to set first meeting date.</p>
<b>Healthy Options Restaurants &amp; Smart Bites</b>	<p><b>Joanie Donohoe</b>, Work Group Chair, explained that <b>Healthy Options Restaurants</b> is in its second year. Ten restaurants held the Healthy Options brand at the beginning of 2013 and by year's end five more restaurants had qualified for the distinction and six are in process. In year two we evaluated the</p>	<p>Partners encouraged to patron Healthy Options Restaurants and order a</p>

	<p>original 10 and found that some good things had happened to area restaurant menus. We also found that restaurants want to add more Healthy Options to their menu so we must keep in touch with them to insure no item is branded a Healthy Option until its nutrient qualities are evaluated and approved. Furthermore, restaurant server turnover is high and new server training on Healthy Options is required. More print materials and training are needed. All partners are encouraged to support Healthy Options restaurants by patronizing their establishments and ordering the Healthy Options menu items.</p> <p>Joanie also reported on <b>Smart Bites</b>, the initiative sponsored by the Institute of Medicine (IOM) to influence adolescent and children's healthy food selection when dining at fast food restaurants. ESHC was one of 3 regions in the US selected by the IOM to implement the program. Our job is to sign up schools and restaurants, evaluate food items to label them according to the National Institutes of Health's Green, Yellow and Red indicators for healthy, moderately healthy, and not so healthy selections, and measure healthy food selection usage. So far, our partners at Northampton High School and Broadwater Academy are on board. We have presented the program to Accomack County Public Schools and hope that they will decide to join us. Students receive a Smart Bites Card and when they present it to select restaurants (Machipongo Trading Company, Subway, and Wendy's have enrolled) and order the healthy menu options (which are listed on our web site, at participating schools and restaurants) they receive a unique restaurant sticker on their card and a 10% discount. Monthly they exchange their old card for a new one, dropping their old card in a box at school, regardless of whether the card is completely stamped. By random drawing a few lucky students are awarded additional small prizes, like Frisbees or restaurant coupons for healthy menu items. We evaluate the old cards to give feedback to the restaurants and the IOM on program usage. Partners can support this program by encouraging Accomack County school participation and congratulating Northampton High School and Broadwater Academy students on their participation.</p>	<p>Healthy Option Menu item.</p> <p>Partners can encourage Northampton County high schools to participate in the Smart Bites program and congratulate Northampton County High School students and Broadwater Academy students for their participation.</p>
<b>Leadership Institute</b>	<p><b>Linda Glover</b>, Work Group Chair, reported that ESHC is in the process of looking at several leadership institute models and Work Group members will meet with community leaders to gather input. We have applied for a VFHY grant to fund our first Youth Leadership Institute.</p>	
<b>Livable Communities</b>	<p>In the absence of <b>Susan Simon</b>, <b>Patti Kiger</b> reported that the group has refined its strategic direction for the next three years and a meeting has already been held to discuss the bike trail extension. The first roundabout on the Shore has been installed at Tasley. Though not one of our recommended roundabout sites, the addition is a welcomed test model.</p>	
<b>Student School Audit</b>	<p><b>Chester Hall</b>, Accomack County Work Group Chair, and <b>Tsara Knock</b>, Nandua High School DECCA President, reported on the outcome of their Accomack County Public Schools campus-wide food and beverage advertising audit using a PowerPoint slide presentation. Six DECCA members visited 12 schools to explore food marketing. They noted that many students choose not to eat school lunch, opting instead for vending machine food. They observed that every school they visited had a school sanctioned snack food table serving chips and drinks. These tables appeared to attract the greatest number of students. Also noted were funding raising projects selling ice cream and popcorn. They reported that a NCPS policy prohibiting food and beverage advertising inside school buildings exists, though such advertising is permissible outside on school grounds. They showed pictures of food and beverage advertising along the highways outside of Accomack County Public Schools. They concluded that ACPS is not responsible for promoting or endorsing unhealthy foods, though they noted scoreboard signs advertising sugary soft drinks and vending machines inside the building with similar advertising. They recommended that healthy habits should begin at home and that schools should align with the YMCA, family restaurants and local businesses to create incentives for being healthy.</p>	

<b>Walking Trails</b>	<b>Patti Kiger</b> reported that signs have been ordered and it may be possible to have them installed in the five towns scheduled to receive walking trails before Christmas. Those towns are: Onancock, Melfa, Wachapreague, Nassawadox and Cape Charles. VDOT has been very helpful in the process.	Walking Trail signs to be installed in 5 towns.
<b>Wellness Policies</b>	<b>Jean Joeckel</b> announced a meeting on Friday, November 22, 8 – 10 am at the Community College for worksites and faith communities interested in creating healthy environments by crafting Wellness Policies. The event is co-sponsored by Eastern Shore Healthy Communities, the Chincoteague Chamber of Commerce, the Northampton County Chamber of Commerce, and the Chamber of Commerce of the Eastern Shore, representing a first time ever ESHC has co-partnered with other organizations to achieve a strategic goal. The Chincoteague Chamber of Commerce is sponsoring light refreshments and a panel discussion by representatives of organizations that already have Wellness Policies will be presented. Plenty of time will be set aside for audience discussion and participation. Everyone is invited and encouraged to attend.	All partners are encouraged to attend Friday, Nov. 22, Wellness Policies Forum.
<b>Strategic Plan</b>	<b>Patti Kiger</b> explained that a new draft of the Strategic Plan will be sent to all partners for final input prior to the December meeting. She asked all partners to please read and send comments back to her.	Partners to comment on Draft 2 Strategic Plan.
<b>New Business</b>		
<b>Annual Meeting</b>	<b>Danny Vestal</b> announced that the Annual Meeting will be held on December 12 and that partners are encouraged to make a healthy snack-type (hors d'ouvres) dish and bring it to the meeting. He asked everyone volunteering to bring a snack to let Patti Kiger know in advance and if they will provide the recipe, Patti will print up a booklet of recipes for all to take home. In addition to healthy foods, the agenda will feature ESHC's Annual Report to the Community, voting on a new slate of officers, voting on adoption of the new strategic plan, and other fun items to be decided. Partner input was solicited.	Partners are encouraged to sign up to bring a healthy hors d'oeuvre to the Annual Meeting December 12.
<b>Other</b>	<b>Joni Donohoe</b> reported on the Tobacco Use Control Project. She held training for faxing to the Quit Line for businesses and not-for-profit organizations. <b>Jim Welch</b> reported that his environmental nonprofit is considering putting together an aquaponic community garden. Hydroponics combined with fish becomes aquaponics. In this unique environment, of which only three currently exist in Virginia, fish act as fertilizer to the aquaponics. <b>Scott Chandler</b> announced that the Health Department had responded to a HEAL Grant RFP issued by the Virginia Department of Health which, if awarded, will support Community Gardens and Healthy Options Restaurants, both in the new ESHC strategic plan.	
<b>Closing</b>		
<b>Leadership Reflection</b>	<b>Linda Thomas-Glover</b> offered the leadership reflection. She said that she would describe our group as Effective Leaders and offered nine characteristics: 1) Articulates a vision and acts on it; 2) Stays poised among challenges; 3) Commits to self-care, nourishing body and mind; 4) Empathizes with others; 5) Assesses competing interests without bias; 6) Welcomes feedback; 7) Holds themselves and others accountable; 8) Reinforces vision, keeps communicating why it matters and what's at stake; and 9) Sharpens persuasive powers, exerting influence by adopting a range of strategies.	
<b>Adjournment</b>	<b>Danny Vestal</b> adjourned meeting at 4:30 pm, announcing that the next Eastern Shore Healthy Communities meeting will be held at 3 pm, Thursday, December 12, at Eastern Shore Community College.	