

	<h2 style="color: #00A0C0;">Eastern Shore Healthy Communities</h2> <p style="color: #00A0C0;">AN ACHIEVE COALITION</p> <p>Eastern Shore Community College Thursday July10, 2014, 3:00 – 4:30 pm Workforce Development Building – Classroom 130</p> <h1 style="color: #00A0C0;">MINUTES</h1>	
Item	Discussion	Outcome/Assignments
Welcome & Introductions	<p>Patti Kiger, Instructor, Eastern Virginia Medical School and Executive Director, ESHC, called the meeting to order at 3:00 pm. Partners present included Joani Donohoe, Eastern Shore Health District; Andre Elliott, Eastern Shore Family YMCA; Emma Fillebrown, No Limits Eastern Shore; Jean Joeckel, Eastern Shore Rural Health; Eric Kirkland, Riverside Shore Memorial Hospital; Bob Mayes, Community Member; Rev. Gary Miller, St. John's United Methodist Church; Matt Parker, Hermitage on the Eastern Shore; Crystal Parks, A&N Electric; Kristen Tremblay, Accomack County Planning Department.</p>	
Old Business		
Minutes	<p>Rev. Gary Miller motioned approval of the minutes; Jean Joeckel offered a second to the motion. The minutes were approved as written.</p>	
SPECIAL PRESENTATION		
Annual Board Retreat Report	<p>Patti Kiger began her report by asking partners to write their organization's mission on a piece of paper followed by the mission of Eastern Shore Healthy Communities: Creating a healthier Eastern Shore. She asked each partner to think about the connection between the two missions and then asked them to explain that connection to the group. She used this exercise to illustrate a point made by Ipek Taffe at the Annual Board Retreat: a validation of our current mission might be to ask each ESHC member to articulate how ESHC plays into their own institution's mission and vision. The outcomes were interesting and surprised some partners at how resonant both missions were. Patti then reviewed the minutes from the retreat so that all partners could get a feel for the annual retreat accomplishments.</p>	
Old Business		
Work Group Updates	<p>Fitness Challenge. Andre Elliott, chair, explained that the 2014 Fitness Challenge will be held September 15 – November 21. The Challenge goal is to have 1,000 individuals enroll online and log at least 30 minutes of exercise, three times per week. As an incentive, those who meet the challenge weekly will be eligible for prizes determined by a random drawing. Prizes will also be offered to those who meet the challenge for the entire 10 weeks. A large Fitness Challenge work group is focused on: 1) enrolling people within their institution, in at least one other organization, and at least two or three family members or friends; 2) soliciting prizes from local businesses; 3) promoting the Fitness Challenge within their organization, the organization they recruited; 4) collecting stories of individuals and teams as they prepare for the challenge and during the challenge. Enrollment will be online and a link will be available on the ESHC website.</p> <p>Healthy Restaurants. Joani Donahoe announced that 16 restaurants have qualified to become Healthy Options Restaurants and are currently being advertised by newspaper and radio and on the ESHC web site. Placemats and flyers are being created and will soon be available to restaurants. She encouraged all partners to enjoy a Healthy Options meal at a participating restaurant.</p>	

	<p>Smart Bites. Joani Donohoe said we have completed the first year with participation by Northampton County Public Schools and Broadwater Academy. We hope to recruit Accomack County Public Schools in the Fall.</p> <p>Academic Community Partnership. Bob Mayes reported that the first community forum kicked off that very evening at the home of Aileen Joeckel in Wachapreague, with many more to follow throughout the month of July. The forums will include information on the health of the Eastern Shore, health disparities, social determinants of health, obesity, and how Livable Communities may offer some assistance in improving community health. Participants will be asked to identify assets on the Shore that contribute to health and prosperity and areas that need improving. They will also be asked to complete a demographic survey. Because we are asking questions and publishing a report, this is considered research so all participants will need to sign consent documents prior to participation.</p> <p>BMI Data Collection. Patti Kiger said there was nothing new to report except that funding for the project was considerably reduced this year and we are seeking MPH students to help provide training and technical assistance to Eastern Shore schools to continue the initiative. This initiative is a major evaluation tool that measures progress made on reducing obesity and thereby improving the health of the Eastern shore.</p> <p>Community Gardens. No report</p> <p>Early Childhood Obesity Prevention No report</p> <p>Leadership Institute. Patti Kiger indicated that the Work Group is underway designing curriculum for a 2014 Youth Leadership Institute and that funding exists to recruit 20 young people, age 15 – 18, to become fellows in the first class. Saturday classes are planned for October, November, January, February and March.</p> <p>Livable Communities. No report.</p> <p>Worksite & Faith Community Wellness Policies. Jean Joeckel announced that she continues to meet with churches and other organizations to help them develop nutrition, physical fitness and tobacco-free policies.</p>	
Closing		
Leadership Reflection	Each partner took a turn to acknowledge and reflect upon moments during the meeting where they observed true leadership.	
Adjournment	Patti Kiger adjourned the meeting at 4:30 pm, announcing that the next meeting would take place on Thursday, August 14, at Eastern Shore Community College, WFD 160	