

	<h2 style="color: #008080;">Eastern Shore Healthy Communities</h2> <p style="color: #008080;">AN ACHIEVE COALITION</p> <p>Eastern Shore Community College          Thursday September 11, 2014, 3:00 – 4:30 pm          Workforce Development Building – Classroom 160</p> <h1 style="color: #008080;">MINUTES</h1>	
Item	Discussion	Outcome/Assignments
<b>Welcome &amp; Introductions</b>	<p><b>Linda Thomas-Glover</b>, President, Eastern Shore Community College, and Co-Chair, ESHC, called the meeting to order at 3:11 pm. Nineteen partners present included <b>Kristie Annis</b>, The Hermitage; <b>Ellen Archer</b>, Eastern Shore Health District; <b>Jackie Davis</b>, Northampton County Administration; <b>Andre Elliott</b>, Eastern Shore Family YMCA; <b>Emma Fillebrown</b>, No Limits Eastern Shore; <b>Aileen Joeckel</b>, Blue Bay Crab Co. and Town of Wachapreague; <b>Jean Joeckel</b>, Eastern Shore Rural Health; <b>Crosby Johnson</b>, Chairman, Northampton County Education Foundation; <b>Patti Kiger</b>, Eastern Virginia Medical School; <b>Susan McAndrews</b>, Riverside Shore Memorial Hospital; <b>Gary Miller</b>, ESHC Vice Chair and Pastor, St. John’s United Methodist Church; <b>Josephine Mooney</b>, Eastern Shore Resource Conservation and Development Council; <b>Robert Newman</b>, Smart Beginnings Eastern Shore; <b>Susan Simon</b>, Accomack-Northampton Planning District Commission; <b>Danny Vestal</b>, ESHC Past Chair; YMCA Camp Silver Beach; <b>Alexis Votteler</b>, Food Bank of SEVA &amp; ES.</p>	
<b>Old Business</b>		
<b>Minutes</b>	<p><b>Jean Joeckel</b> motioned approval of the minutes; <b>Gary Miller</b> offered a second to the motion. The minutes were approved as written.</p>	
<b>POWER OF PARTNERSHIPS (POP) TALK:</b>		
<b>Smart Beginnings Eastern Shore</b>	<p><b>Linda Glover</b> introduced the Power of Partnerships (POP) featured speaker, <b>Crosby Johnson</b>. Mr. Johnson, an Eastern Shore native, is the Chairman of the Northampton County Education Foundation (NCEF). He retired in 2003 from federal service as Executive Director for Capital Investment for the Defense Commissary Agency worldwide, where he oversaw key agency programs including infrastructure and technology. In addition, he served as the Agency’s senior procurement executive responsible for the agency’s acquisition program. He is a founding member of the Northampton County Education Foundation and a former board member of the Eastern Shore of Virginia Community Foundation. POP (Power of Partnerships) Talks are designed to develop closer collaborations with other organizations throughout the Eastern Shore whose missions closely align with ESHC. Partners are urged to think about ways to strengthen each other’s mission, share goals, and promote the success and health of our shared audiences.</p> <p>NCEF, founded in 2006, is an IRS 501 (c) (3) nonprofit, with an all-volunteer Board of Directors from the community and ex-officio Board members from Northampton County Public Schools. Its mission is to engage the community and mobilize resources to promote student performance and excellence in teaching in our public schools and its stated vision is “We envision an environment where businesses, social organizations, parents and government entities continuously engage in efforts to encourage excellence in teaching and student learning in Northampton County Public Schools.” NCEF programs include: classroom grants, early childhood education, pre-kindergarten camp, special school activities grants, teacher recognition and support,</p>	

scholarships, and community/schools partnerships. NCEF believes in early childhood education and to that end encouraged Northampton County Public Schools' universal pre-kindergarten program, launched Smart Beginnings Eastern Shore (SBES) obtaining an initial grant to support the group, and currently serves as SBES fiscal sponsor. NCEF also sponsors, through financial underwriting, pre-kindergarten camp, formerly called Parent University, which tries to involve parents in school as their children approach school-age. It promotes school readiness for children and their families. A significant portion of Northampton County children are at-risk due to poverty or coming from single-parent families so pre-k programs are important. NCEF offers special grants to the schools, teachers and staff for field trips ("authentic learning experiences"), needed supplies, uniforms, and other needs. NCEF doesn't always have to supply the money. The Board identifies school needs and matches needs with a funding partner. They also provide teacher recognition and support. They give gift cards at the beginning of the year to help with supplies, and provide cultural opportunities, like a trip to the Barrier Islands. Cultural activities are important teacher-retention function. NCEF plans to provide grants to the teachers for further education. They initiated a Teacher Recognition Banquet this year, inviting the public, to showcase teacher successes. They give student scholarships that provide recognition and monetary support for higher education or post-secondary technical training. NCEF provides scholarships with their own money, setting award criteria and dollar amount, and they manage scholarships for other individuals or groups using their award criteria and money. Another program matches community resource people to teacher needs (for example, community experts as classroom speakers). The NCEF website is [www.ncedufoundation.com](http://www.ncedufoundation.com) and email is [ncef@ncedufoundation.com](mailto:ncef@ncedufoundation.com)

Following Crosby's presentation, partners discussed opportunities for strengthening mutual missions, sharing goals and promoting success. **Josephine Mooney** suggested NCEF should connect with Bonnie Mall and the Environmental Education Council for environmental field trip experiences. Crosby mentioned that NCEF launched Smart Beginnings Eastern Shore, which is a Shore-wide program, not just Northampton County. He was hopeful that someone from Accomack County Public Schools would be at the meeting to discuss how Accomack County could adopt a similar effort. He said he wanted the audience to understand three things: 1) It's about the children; 2) We're dealing with public school systems; and 3) It's Northampton County. He said there was no reason why this type of program can't be in Accomack County as well. This is not about what can be supported through the tax base, he said, it is about those who have the capability and are willing to do whatever is necessary to support the children.

**Patti Kiger** observed that ESHC tries to create healthy policies and environments so that individuals are reminded to eat better and move more within their surroundings. She wondered if Crosby noted any natural synergies between ESHC and NCEF. Crosby said NCEF has must take action to establish health as a natural part of their thinking. He mentioned an example of a sample budget NCEF crafted for a grant application, which, for example purposes, listed cookies and potato chips. He said NCEF has to think differently. **Linda Glover** mentioned that when our groups develop programs and written pieces, we can share them with each other to read and review for healthy food and activity, as an effort to increase consciousness. **Roberta Newman** suggested that NCEF might add a strategic goal that includes health as priority. ES Smart Beginnings has done so. Roberta also asked for clarification regarding their grants: are they necessarily for teachers and students. Are they open to other organizations? Crosby responded that they are for teachers and students. He clarified that other organizations could offer grants through NCEF. He said that he finds it disturbing when he sees teachers in the community asking for money to support their classroom, or using their own money to purchase classroom supplies. Money is available to them. They just need to make their needs known.

**Josephine Mooney** asked Crosby if he was familiar with UVA's Anheuser Busch's facility where teacher could receive certification and advance training. She suggested compiling resources available to teachers on the Shore in a handbook. Crosby says Northampton County has an individual responsible for that type of thing.

Old Business		
<b>Work Group Updates</b>	<p><b>Fitness Challenge.</b> Andre Elliott announced getting the web site running has been a challenge and that the URL ActivateEasternShore.com. now works. The Kings Cross URL still works as well as eshealthycommunities.com (a link to the Fitness Challenge is on the front page). A flurry of sign-ups has occurred, but the web developer hasn't yet displayed the counter and he hopes it will soon be available. A few hiccups have occurred with teams being added but the problem is being fixed. Andre said the Work Group can use more prizes. Final celebration and ribbon-cutting will be done on the new ESHC/YMCA Walking Track on YMCA property in Onley. He suggests a symbolic walk around the track to celebrate the end of the 2014 Fitness Challenge.</p> <p>Andre reported that the walking track has been a success. ESHC partnered with the Y to build a walking track open to the public on YMCA grounds. From the day the last tractor pulled off the field, people have been using it – and not just YMCA members but everybody in the community is using it. Andre encouraged everyone to come by and try the 1/5<sup>th</sup> of a mile track.</p> <p>The 2014 Fitness Challenge will be held September 15 – November 21 and its 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.</p> <p>Roberta Newman asked if there is any way we can use all the ESHC Walking Trails as part of the final celebration. Patti said we wanted to have a Fitness Challenge kick-off with the five walking trails in the towns but we've run out of manpower. Andre Elliott says that Amy Bull has worked out some radio advertising for the Fitness Challenge. Planning for the Grand Finale is underway.</p> <p><b>Academic Community-Partnership.</b> Patti Kiger reported that seven meetings have occurred with 87 participants. Our goal was to engage 300 people, so two more arms will be added: a photo-voice project working with school-aged children and teens in Chincoteague (working through the YMCA) and at the Girls and Boys Club in Exmore. They'll take pictures in their community of something they think makes the Eastern Shore a healthy place and another picture that represents a community need for improvement to impact health. Accompanying their photo will be a brief explanation of their picture and their opinion of need. Key informant interviews will also be conducted. More community dialogue groups (focus groups) are needed if anyone is willing to host one. The Work Group will write a report of finding and that will lead to a research proposal on the association of rural Livable Communities elements and health outcomes.</p> <p><b>BMI Data Collection.</b> Patti also reported that she will be meeting with the new Northampton and Accomack County superintendents to begin the 2014 BMI project so measurements will only take place in Accomack and Northampton Counties (not in Portsmouth, Franklin and Norfolk as in the past). The EVMS Department of Pediatrics will fund the 2014 project.</p> <p><b>Community Gardens.</b> Ellen Archer reported that September is the last month of this successful initiative, and she hopes the Work Group will have funding to continue the initiative in 2015. She asked Community Garden Grantees if they had any comments and Christina Murray said that the New Roots project would finish their summer project at the end of September and when they start their Fall project, each child will take home an herb plan to grow over the winter. Christina also said that the Bayview project went well and that participants received six weeks of health and nutrition education. Emma Fillebrown reported that the No Limits garden is doing "awesome." They were worried about their green beans but a couple of hot days enhanced their growth. They</p>	<p>Partners encouraged to enroll in the <b>Fitness Challenge</b> beginning September 15.</p> <p>Partners willing to assemble a group for discussion of Livable Communities and health on the Eastern Shore should contact Patti Kiger.</p>

	<p>still have lots of eggplants, peppers and other vegetables growing. Participants took home part of the harvest and they made meals from it at the No Limits facility. They made dog biscuits with fresh herbs and delivered them to the SPCA.</p> <p>Emma also announced that recently she is involving her brain injured participants in community outreach and they will soon go to the high schools so they can talk to students in the driver's education classes about the importance of safety belts and safe driving.</p> <p><b>Alexis Votteler</b> reported that the Food Bank garden is growing strong and the tomatoes are "just living forever." The pizza garden event, which happened before the last coalition meeting, was such a success that they are working to re-create it in other places (preschools, elementary schools, and other organizations like Head Start). <b>Josephine Mooney</b> says her organization has an opportunity to apply for grant money for community gardens and welcomes anyone to work with her on the grant.</p> <p><b>Early Childhood Obesity Prevention.</b> <b>Ipec Taffe's</b> was not present and so no report was made.</p> <p><b>Healthy Restaurants.</b> <b>Joani Donahoe</b> was not available to make a report but she asked <b>Patti</b> to announce that extra money in the budget will be spent on outdoor signs.</p> <p><b>Smart Bites.</b> <b>Patti</b> reported that the Institute of Medicine dropped the Smart Bites grant because it was being administered by their Department of Public Relations who felt ill-equipped to administer a grant. ESHC will continue to work on Smart Bites, giving it another name since the Smart Bites name and logo is registered through the IOM. Local restaurants have been happy to give kids a 10% discount on items that we analyze and find to be healthy items.</p> <p><b>Youth Leadership Academy.</b> <b>Linda Glover</b> passed out an information sheet on and application to the Youth Leadership Academy (name changed from Institute to Academy) that encompassed the Academy's overall philosophy and a description of the program. The Academy will select 20 young people, ages 15 to 18 years to engage in thinking about our future on the Shore. Leadership on the Shore is currently shared by a limited number of individuals who sit on most boards. The Leadership Academy hopes to prepare the next generation of leaders with funding from the Virginia Foundation for Healthy Youth. A curriculum has been developed and the Work Group is recruiting teachers and mentors. The Academy will be held at the College--the Academy is a partnership between ESHC and ESCC. The Academy will encompass six Saturdays in October, November, January, February, March and April, from 9 to 3. The curriculum will include leadership training as well as awareness of specific Eastern Shore community needs. Students will select a project to work on over the course of the Academy. Students may apply directly or they may be nominated by another person. Mentors and teachers are currently being recruited. <b>Josephine Mooney</b> asked how many home schooled children exist on the Shore. <b>Christina Murray</b> said she has 37 home schooled children in her (Northampton County) 4-H club (out of 50 participants). <b>Linda Glover</b> said that an increasing number of children are being home schooled on the Shore. The Academy is open to all students: public, private, home-schooled. Linda also announced that money is needed for books and asked partners for donations.</p> <p><b>Worksite &amp; Faith Community Wellness Policies.</b> <b>Jean Joeckel</b> announced that she is growing the Work Group and to that end, she has reached out to Megan Neville, ESRH's outreach and enrollment coordinator who talks with businesses as part of her job. Jean is also still looking for others to participate in the Work Group. She reported that Joni White has been consistent with her tobacco grant. <b>Gary Miller</b> asked all partners who are part of a faith community to provide assistance by asking their faith community to adopt wellness policies.</p>	<p>Partners encouraged to enjoy a <b>Healthy Options</b> meal at one of our partner restaurants.</p> <p>Partners encouraged to submit nominate a young person to the Youth Leadership Academy.</p> <p>Partners encouraged to ask their faith community to adopt a wellness policy.</p>
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	<p><b>Livable Communities.</b> <b>Patti Kiger</b> shared that the US Secretary of Transportation Anthony Foxx announced in a recent news release a new initiative to reduce the growing number of pedestrian and bicyclist injuries and fatalities through a comprehensive approach that addresses infrastructure safety, education, vehicle safety and data collection. This 18-month campaign will begin with road safety assessments conducted by U.S. Department of Transportation field offices in every state, and will produce multiple resources to help communities build streets that are safer for people walking, bicycling, and taking public transportation. Patti emphasized the opportunity this move represents, especially in light of the 2012 Walkability Workshops. She passed around a news release and suggested that this would be a great opportunity for the Livable Communities Work Group. <b>Josephine Mooney</b> commented that people waiting for public transportation by the road in all kinds of weather and that we should build little covered seats. <b>Gary Miller</b> reported that at the last supervisor's meeting (Accomack) they announced the new tentative plans for the new park in Accomack and that walking trail should be started on soon. Phase One (a softball field, a walking trail, and something else) should be finished by January 2015.</p>	
<b>Partner Announcements</b>	<p><b>Christina Murray</b> announced that the Northampton County Cooperative Extension is holding a <b>Well-Water Testing Clinic</b>. Typically a well-water assessment is about \$60. They're doing it for \$10 for the first 165 people that show up. After that, the cost is \$40. An information session will be held at the Community College to help participants read the test results. The Virginia Department of Health is a partner.</p> <p><b>Linda Glover</b> announced that on October 15 in the morning, the College in partnership with the three Chambers, Chincoteague, Cape Charles, and the Eastern Shore Chamber, will be hosting an <b>Economic Forecast Event</b> at the Community College. Dr. Memo Derico with the Beacon School of Business at Salisbury University will be providing information on data collected from Accomack and Northampton Counties and other aspects associated with the economy. Call the College at 757-787-1789 for more information.</p> <p><b>Linda Glover</b> also announced that on October 2, the College will be having a <b>UAV Interchange</b> with representative from the FAA as well as from Virginia government.</p>	
<b>Leadership Reflection</b>	<p><b>Patti Kiger</b> observed that Crosby Johnson's presentation today was an example of leadership. He grew up in Northampton County and said that he wouldn't have graduated from high school had it not been for his now wife, then girlfriend, Edith. He said he wasn't much of a student and that his only motivation for going to school was to see Edith. He eventually graduated from high school, entered the Army, graduated from college, encouraged his wife to go to and graduate from college, and had a brilliant career in government service, stationed most of his adult life in Petersburg VA. He returned to the Shore and decided in retirement to give back to a community that gave so much to him. He was one of the original founders of the Northampton County Education Foundation. Crosby provided us with an excellent example of leadership, demonstrating that tomorrow's leaders don't always graduate <i>summa cum laude</i>. We should look for many qualities in our youth as we begin building tomorrow's leaders.</p>	
<b>Susan Simon</b>	<p><b>Sue Simon</b> apologized for being late but she wanted to show the partners a new <b>Bicycle Plan</b> draft – that is submitted to be approved by the Planning District Commission this Monday (Sept. 15) and then it will go before the Accomack Board of Supervisors Sept. 17, and the Northampton County Board of Supervisors in October. In the future she will be going after a Safe Routes to School Plan.</p>	

	<p>She was at <b>Senator Lewis' Route 13 Safety Meeting</b> today, and part of the discussion included putting a traffic light at the Eastern Shore Chamber of Commerce and finding a way to slow traffic in front of the College. She is finalizing the <b>Sidewalk Gap Study</b>. This includes 13 towns and she is currently doing field verification. The study concentrates on places where sidewalks already exist. This doesn't guarantee sidewalk repair, but it provides VDOT information should they be able to make improvements.</p>	
<b>Closing</b>		
<b>Adjournment</b>	<p><b>Linda Glover</b> adjourned the meeting at 5:00 pm, announcing that the next meeting would take place on Thursday, October 9, at Eastern Shore Community College, WFD 130.</p>	