



Eastern Shore Healthy Communities

AN ACHIEVE COALITION

Eastern Shore Community College

Thursday November 13, 2014, 3:00 – 4:00 pm

Workforce Development Building – Classroom 160

MINUTES *corrected version*

Item	Discussion	Outcome/Assignments
<p>Welcome & Introductions</p>	<p>Scott Chandler, Administrative Manager, Eastern Shore Health District and Co-Chair, ESHC, called the meeting to order at 3:00 pm. Seventeen partners present included Mr. Chandler, Kristie Annis, Hermitage Eastern Shore; Joanie Donohoe, Eastern Shore Health District; Emma Fillebrown, No Limits Eastern Shore; Linda Thomas-Glover, Eastern Shore Community College; Jean Joeckel, Eastern Shore Rural Health; Aileen Joeckel, Blue Crab Bay Co. and Town of Wachapreague; Sheila Kerpelman, RSM; , Patti Kiger, Eastern Virginia Medical School; David Matson, Eastern Shore Health District; Bob Mayes, Retired US Health Service; Gary Miller, St. John’s United Methodist Church; Roberta Newman, Smart Beginnings Eastern Shore and Virginia Partnership on Out-of School-Time; Ipek Taffe, The Planning Council; Kristen Tremblay, Accomack County Planning Department; Alexis Voheer, Foodbank of SEVA & ES; Joni White, Eastern Shore Health District.</p>	
<p>Old Business</p>		
<p>Minutes</p>	<p>Linda Glover motioned approval of the minutes; Gary Miller offered a second to the motion. The minutes were approved as written.</p>	
<p>Special Presentation</p>		
<p>Proposed Permaculture Initiative David Matson, MD, MPH Director, Eastern Shore Health District</p>	<p>Dr. David Matson’s presentation was prompted by a proposed permaculture initiative for which possible funding may be available at a future date. The idea has been brewing over some time and partnerships are growing to investigate health outcomes of such a venture. A grant opportunity became available but the timing was not suitable to the partners.</p> <p>Dr. Matson began his presentation by citing that two-thirds of the births in Northampton County in 2012 were to single mothers. A quarter of the births in each county were in poverty. One of the high schools on the Eastern Shore can be described as a “drop-out factory” on national criteria. The average farm on the Eastern Shore is about 260 acres, but the median size is smaller. He does not have the distribution of farm size to provide more information. He referenced Jay Ford’s previous ESHC presentation, saying that if you have on one acre a monoculture that’s growing at the same height like so many of the soybean fields that are still yet to be cut, and you change what you put on that property, for example, multiple tiers of plants, whose role, just like soybeans, is to transform carbon dioxide into carbohydrate, as he phrased it, “the stuff that we breathe out into stuff that makes calories,” he suggested that a farmer can improve his or her yield by 5 to 9 times. His knowledge of this comes from extensive reading and also from many other discussions with others and with his daughter who teaches permaculture through the Chicago Botanical Garden. He circulated recommended reading in the form of brochures and books on the topic throughout the room.</p> <p>He showed a series of slides of run-down properties and large expanses of newly mown grassy fields to point to the land that is available for such a project making the point that middle-income farming would be a better land use and that the Eastern Shore soil and weather is perfect for such a project. He said, “We’ve lost middle-class agriculture. We’ve lost middle-sized agriculture.” He expressed the idea that on a small plot of land (@11 acres), land so small a farmer is challenged by modern plows and combines to get the</p>	<p>Scott Chandler will bring the permaculture study concept to the Executive Committee for consideration in our strategic plan.</p>

	<p>equipment to work efficiently on that land. He asked, why bother? And answered by saying that a family could earn a living on that size of land, hire one worker to help, with 7 – 9X yield from that piece of property than one would get from the corn or the soybean. He said this is not a new idea. Many people are doing this and being successful. The pamphlets he passed around the room demonstrated what folks are doing around Woodstock, VT and Hanover, NH.</p> <p>Partners for the project so far are Agricultural Center, extension agents, and economic development directors. The goal is a successful, cooperative, middle-sized farm permaculture on the Eastern Shore (suggesting it could be VA, MD, or DL – could be Delmarva, because we all share similar attributes). He said that the Eastern Shore of Virginia is the only place on the East Coast of the United States that has the land to do this, suggesting that if you put anything in the ground on the Eastern Shore it will grow. There's much that would grow here that we don't grow any more.</p> <p>He talked about the Tulip Poplar tree, used by native Americans to create log canoes because they have a very long trunk with no knots in it, up to 20-30 ft. from the ground at maturation. He said they also host a wasp that kills Japanese beetles. He has planted a Tulip Poplar sapling on his property and intends to plant more and share with the neighbors to create a natural way to kill Japanese beetles. He believes that we have an altered environment and ecology and that has been influenced by governmental incentives to growing the wrong things in the wrong way. He cited Iowa corn farming and said that the nitrogen spread over the fields kills rivers, giving as an example a 100-mile dead zone in the Mississippi River.</p> <p>He summarized by saying that he wanted to get others to think about this topic and to understand that permaculture works in New Hampshire (referring to the host of distributed brochures from the New Hampshire cooperative around Hanover). The brochures were “how-to” prepare foods, encourage better nutrition, warn against toxic food products, etc. His goals are as follows:</p> <ol style="list-style-type: none"> 1) To demonstrate feasibility of two permaculture sites – one in each county. 2) To develop “templates” for persons seeking to perform permaculture utilizing Shore-native optimal plant guilds (things that support each other and produce nitrogen that brings up the minerals from the earth. 3) To “map” out all the steps in handling food products: immediate sale, canning, frozen processing, fermentation, and how would they be sold 4) To provide experiential learning in these activities. <p>After the presentation partners engaged in questions and thoughts, some of which corrected misinformation, others asked if the project can still progress without funding, and another observed a challenge within the local population density, and population distribution, local monoculture is mostly feed crop. A suggestion was made to get a commitment from the County Board of Supervisors, which may be challenging because of lack of imagination. A suggestion to have tax relief for such an effort.</p> <p>Scott suggested that we bring the permaculture idea to the Executive Committee to decide if this should become part of our strategic plan going forward.</p>	
Work Group Updates		
Academic-Community Partnership	<p>Bob Mayes reported that the data collection is complete for 7 focus groups/dialogues that have been held and that while there was good information, we need to hold a few more of these. He asked the coalition for their help in arranging a few more groups of about 10 or 12 people, which the Work Group facilitates. The dialogues asks what makes the community livable and how could the community be improved for greater livability. Missing perspectives include Hispanic and middle to lower income individuals. He said that current input is pretty white, rich and old, so we'd like to broaden our SES range. He added that the project is moving into key informant interviews which will provide a more in-depth discussion. He said that Jean</p>	Partners are requested to assist in forming groups of 10 – 12 adults for focus group/dialogues to discuss livability. We are especially interested

	<p>Joeckel is working on project PhotoVoice with the Boys and Girls Club and the Chincoteague Family YMCA. The technique will give young people cameras and ask them to take pictures about something that they think makes the community livable and healthy, and then take another picture of something that needs to be fixed or improved to make the community more livable. Then the pictures are presented and explained. Bob said that the Work Group continues to struggle with the issue of how one adopts the concept of "livable communities" to rural areas. Most all the literature is focused on urban and suburban settings. Her asked what is the idea of community in the context of the Eastern Shore? Do we mean the five or six larger towns or the whole of the Shore? He said that the Work Group is interested in folks thoughts of how should we look at community on the Eastern Shore.</p> <p>The Work Group is reviewing a number of survey tools from other areas, actually from other countries, to determine how we can adapt them to the Eastern Shore.</p> <p>As an aside, Bob said that Eastern Shore Rural Health is in the midst of its strategic planning for the next 2-3 years. At the Board level they have formed a formal committee with the Riverside System. In talking with a number of partners, one of the things they are considering is forming a "community health system." -- not a corporate health system, but given the unique and complex situation on the Shore, is it feasible to develop a community health system in which all the various providers are seen as collaborators? They envision a system where no matter at which point one enters it, they will be appropriately and seamlessly referred within that system without having to leave the Shore, unless the services aren't available here. Bob thinks that Eastern Shore Healthy Communities, the coalition, would be a part of such a system. He encouraged people to think about this idea and comment.</p> <p>Questions and comments following this discussion included a suggestion to consider the hydroponic cooperative in Gloucester started by veterans. This relates to livable communities because it creates employment and also educational opportunities for children. The discussion proceeded with the concept of food sovereignty, where communities take responsibility for their own food within their own community. Bob reiterated that community density continues to be a problem, in that it prohibits our ability to do things, in all areas, and looking at Scott, he said, even to have a successful movie theater.</p>	<p>in Hispanic and other ethnic perspectives, as well as young adults, and people with low to middle-incomes.</p>
BMI Data Collection	<p>Patti reported that the measurements began today. An EVMS Masters of Public Health student went to Tangier today and will be collecting data from both Northampton and Accomack County public schools. Data collection should be completed by November and analysis will follow swiftly behind that.</p>	
Community Gardens	<p>Scott Chandler reported that our original grant is complete and another application has been submitted and we should hear about that within the next month to see if we can continue for the next year.</p>	
Early Childhood Obesity Prevention	<p>Ipec Taffe reported that the Work Group had a Child Care Provider event on September 25, at the Community College where 34 childcare providers attended. The program included an overview of educational initiatives and Smart Beginnings, and the health department's Color Me Healthy nutrition and physical activity for early childhood. They distributed a self-assessment survey of child care programs current practices and a copy of the results was distributed to the partners at the meeting. Next, they will contact child care providers, select some of the areas they would like to focus on to improve, and hopefully to have providers establish policies for their childcare programs, and eventually explained to families and to the children. They would like to collect or obtain early childhood BMI data.</p> <p>Ipec asked partners to review the data and to consider from their perspective what the top five issues would be, in their opinion, and bring that information back to the next meeting. She would like to compare our perspective with that of the providers. The survey responses came from 34 providers representing 24</p>	<p>Partners should review the Analysis of Self-Assessment Questionnaire Responses and prioritize what the top five issues are for them. Bring those prioritized issues to the next meeting.</p>

	different programs (22 programs, 3 centers and 19 homes). She said there are about 40 childcare programs on the Shore that are documented.	
Fitness Challenge	Patti Kiger , reporting for Work Group Chair Andre Elliott, said that planning for a final celebration is in the works, which may happen at our annual meeting in January.	
Healthy Options Restaurants and Smart Bites Program	<p>Joanie Donohoe reported that we are in between grants and another grant has been submitted to support the programs. She passed around a new marketing piece, a fold-over business card-sized flyer that describes Healthy Options Restaurants. She asked partners to help distribute at their organizations.</p> <p>Bob Mayes mentioned that Eastern Shore Rural Health had a consultant visit who saw the billboards so he stopped in town to have a healthy meal.</p>	Partners are asked to help distribute the Healthy Options flyers.
Youth Leadership Institute	<p>Linda Glover announced that the first Youth Leadership Academy session will be held on Saturday at the College. She encouraged anyone who wants, to drop in and observe. She also asked folks to seriously consider serving as a mentor, instructor, or facilitator. This project is an effort in which partners can participate. Saturday classes are held once a month from January through April from 9 am – 2 pm. Twelve students have been accepted. No classes will be held in December.</p> <p>Patti explained that mentors are needed to stay in touch with students, help them with their projects, and provide rides if needed. One student needs a ride.</p> <p>The Onancock Rotary is interested in partnering with the Youth Leadership Academy for their student shadowing day. We may need to contact partners to see if they would help by taking a student for a day of shadowing.</p>	Partners are encouraged to volunteer as Instructors or Mentors.
Livable Communities & Walking Trails	<p>Patti Kiger reported that ESHC has marked five walking trails so far throughout the Shore (Onancock, Wachapreague, Onley, Melfa, Cape Charles) and a sixth one will be installed in Eastville at the Northampton County Government Complex by Christmas.</p> <p>Sue Simon, who could not attend the meeting, asked that the following announcement be made: The 2014 Bike Plan has been approved and adopted by both counties' boards of supervisors last month. Now she can look for and prepare grant proposals to request funds for various projects within the plan. She will also begin working on the Phase III feasibility study grant that ANPDC received from the Department of Transportation last March for the extension from the Kiptopeke Wildlife Refuge once a Memorandum of Agreement is finalized.</p>	
Worksite & Faith Community Policies	Jean Joeckel reported that Gary Miller forwarded several contacts to her and she has meetings scheduled in January with Shiloh Baptist in Atlantic, to work with their Wellness Policies. Two weeks ago she was able to meet with Nina, the Center Nurse Manager at Tyson's to explain the program to her and to provide her with a toolkit and policies. Thanks to Joni White who provided a contact at Perdue, Jean was able to meet with the Perdue Center Nurse Manager. Joni asked the partners to let her know if they were offering any health fairs because she would like to participate in them.	Partners are encouraged to refer their faith communities, worksites and organizations for Wellness Policy development.
Announcements		
The New Food Desert	Joni White said that she had just attended a WIC Conference and learned something new. The first "food desert" is breast feeding.	

Annual Riverside – Eastern Shore Rural Health Fitness Challenge	Jean Joeckel wanted to be sure that everyone knew that Eastern Shore Rural Health and Riverside did challenge each other in this year’s Fitness Challenge and as of the beginning of this week, Eastern Shore Rural Health is ahead.	
No Limits	Emma Fillebrown announced that No Limits Eastern Shore is going to be giving out a Citizenship Award to a high school-aged student. Beginning January students who would like to be considered for such an award will submit a photo, student essay, and three letters of reference to Nolimitseasternshore.com. The Citizenship Award is a cash award.	
Eastern Shore Oyster Month	Aileen Joeckel announced that this is Eastern Shore Oyster Month and that among the Oyster events scheduled is a Blue Crab Bay event next Saturday from 11 am to 4 pm at their facility under the picnic pavilion. They will serve oysters a la carte, freshly shucked oysters on the half shell, shooters or in a stew prepared by their Relay for Life Team. Wines from Chatham Vineyards will be available. She reminded everyone that oysters, clams and aquaculture are a resource that fits into the health and beauty of what we have to offer on the Eastern Shore.	
Solar-energy farm may materialize in Accomack County	Kristen Tremblay announced that their office (Accomack County Planning and Development) received a formal application for a 1,000-acre solar installation – over 46 properties in the Oak Hall area. It would power 20,000 homes. Most of the energy would be purchased out of state – but if it were powering the Eastern Shore, it could potentially power the whole Eastern Shore. However, the power goes onto a grid. Plans are to have a public hearing December 10 before the Planning Commission; then the application is reviewed by the Board of Supervisors. In order to get their federal rebates, they have to have everything on the ground by the end of December 2016.	
Great American Smoke Out November 20	Joani White announced that the Great American Smoke Out will be next week, November 20.	
Closing		
Adjournment and Next Meeting Announcement	Scott Chandler adjourned the meeting at 5:00 pm, announcing that the next meeting would take in January. A newsletter will be forthcoming with details. He asked partners to contact Patti Kiger if they have any other ideas for the newsletter and to let Work Group chairs if they have any other ideas for the Work Groups.	