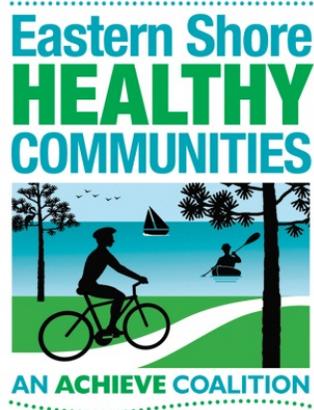


2013

# 2013 Annual Report



Annual  
Report



# Letter from the Chair

Dear Partners

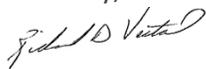
Virginia's Eastern Shore, with its rich farmlands, abundant seafood, beaches, parks, and trails offers ample opportunity for healthful, active living. Sometimes in the rush of daily life, we forget that eating well and moving more are two simple keys to a long and vibrant life. Health happens long before we ever need to see a doctor or visit a hospital. Yet Eastern Shore Health disparities impact all of us. We must stay strong to our vision.

Our Eastern Shore Healthy Communities partnership keeps us mindful that all our citizens deserve to flourish in every way. Deserving doesn't make it so. We must dedicate focused attention to making it so. Rest assured that the time you invested in ESHC over 2013 will yield sustainable benefits for years to come. I encourage you to redouble your efforts for even greater benefit in 2014.

It has been my honor to serve as ESHC's Chairman over the past four years and to have had the pleasure of working alongside of many brilliant partners. I am always amazed at how much can be accomplished with many eyes focused on a strong and worthy vision. Though I step down as your Chair, I will continue walking toward that vision alongside you.

I wish you much health and happiness in the year ahead and thank you for all you do to make the Eastern Shore such a wonderful place to live, learn, work, worship and play.

Sincerely,



Chair, Eastern Shore Healthy Communities  
Director, YMCA Camp Silver Beach





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# Mission

*Creating a healthier Eastern Shore*

# Vision

*We imagine a healthier Eastern Shore emerging from livable communities where children and adults have healthy eating choices at home, school, work, and in the community; walk, bicycle and swim safely; play or exercise outdoors, in neighborhood parks, trails and open spaces; and enjoy a tobacco-free community.*



## Imagine

### Creating Healthy Communities on Virginia's Eastern Shore

#### IMAGINE

Eastern Shore Healthy Communities (ESHC) imagines healthy communities for children and adults that have healthy food choices at home, school and work; where people can walk and bicycle safely; play and exercise outdoors in neighborhood parks and open spaces; and enjoy a tobacco-free community. We seek to engage and motivate local governments, businesses, restaurants, schools, faith communities and health care organizations to create a healthier Eastern Shore. As a united community partnership we are turning to our community to help. ESHC hopes you will not only imagine with us but that you will also help us build livable, healthy communities on the Eastern Shore.

Established in 2009, ESHC began organizing partners who shared the same vision: to create healthy communities on the Eastern Shore. Our partnership joins the momentum created by the Department of Health and Human Services (DHHS) and the Center for Disease Control (CDC) in addressing the obesity statistics and concerns in America. Bringing it close to home, leaders in our community have joined together and established priorities and strategies while representatives from all health and human service organizations have begun creating and implementing programs supporting our vision.

Statistics indicate that among Virginia's 35 health districts, the Eastern Shore has the greatest proportion of overweight adults. 31% of adults living on the Shore are obese. We know the greatest single risk factor for children who are overweight and obese is having an overweight or obese parent. We also know obesity leads to chronic diseases such as type II diabetes, arthritis and heart disease. It is associated with high absenteeism in school and at work. We also know that these diseases reduce quality of life, can be very costly and can lead to early death. We recognize controllable risk factors such as healthy food choices, exercise participation, and tobacco avoidance contribute to the health and well being of our community. Sadly, despite the smoking cessation efforts made nationally and locally, we recognize that over 21% of adults on the Shore still smoke. We are keenly aware that a healthy community is not only a community absent of disease but one that is active, engaged in community efforts, productive and one that prioritizes the general well-being of the entire Eastern Shore.

ESHC imagines livable, healthy communities where every business, educational and health care institution, restaurant and government office has not only smoke-free buildings but campuses. ESHC imagines having affordable housing, safe places for exercise such as parks and recreation facilities, a vibrant food environment with healthy food choices. **We are prepared for the challenge!**

#### BUILD

ESHC recommends the adoption of the Livable Communities concept. These are communities that are economically competitive, have a range of housing types for different incomes and ages; offer transportation options including sidewalks, bicycle trails and public transit; and locate community facilities such as parks, schools, libraries, and health facilities centrally to encourage walking, exercise, and active living. Let us take a moment to discuss our building blocks:

Supporting and collaborating with existing communities is essential. By partnering with our communities and local government, we can revitalize businesses and housing, provide more efficient public services, and conserve the rural landscape for farming, forestry, wildlife and fisheries. Collectively our accomplishments can be great.

Encouraging affordable housing is crucial. When housing is built in existing communities with available water and sewer, lots can be smaller and more affordable. A range of housing types such as single-family, duplex, and apartments can be offered. Quality rental housing can be provided for expanding businesses and new workers. By locating housing within walking distance of businesses and near community services, we are less dependent on cars.

Providing transportation choices is vital. Constructing safe bicycle trails and sidewalks within communities and businesses offers alternative means to travel and encourages exercise. Capitalizing and building upon our public transit system will improve access to jobs, healthcare and other necessary destinations and reduce the need for multiple car ownership.

Environments can encourage individuals to be more physically active. Establishing parks, recreational and cultural facilities that are accessible is fundamental to the livable communities concept. Building schools where children and adults can walk to, play and enjoy the outdoors, and get needed exercise every day is important. We can provide a healthy food environment by encouraging and supporting community gardens, farmers' markets, and farm-to-school programs.

## **INFLUENCE**

The Eastern Shore community is known for its pristine, natural amenities and the dedication of people to improving the quality of life for all Shore residents and for folks who visit. Counties, towns, villages and schools play key roles in the creation and support of healthy, livable communities. Local government leaders have the unique ability to convene key decision-makers, enable information flow and collaboration, promote important community issues, and establish policies that create environments in which children and their families have healthy, safe choices.

ESHC believes our imagination can become a reality. We know we can inspire people to help us build healthy, livable communities. We recognize that together we can help influence change in the way we think about health and wellness yielding a healthier Eastern Shore.

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## Eastern Shore Healthy Communities: Who Are We?

Eastern Shore Healthy Communities is a partnership of businesses, organizations, faith communities, and individuals of all ages, representing a diversity of community sectors and professions engaged in addressing and improving policies, systems and environments to support a healthy Eastern Shore. We work together to achieve collective impact to improve Eastern Shore health.

**Health begins where we live, learn, work and play.** Our health is disproportionately impacted by chronic, non-communicable diseases such as cancer, heart disease and diabetes. These are primarily lifestyle-related diseases. That's why we say health begins long before we ever need to see a doctor or go to a hospital. It begins where we live, learn, work, worship and play.

**Policies, systems and environmental change framework.** When we create policies, for example, like worksite and faith community wellness policies that promote improved diet, increased physical activity, and tobacco-free air, we impact hundreds of people in multiple organizations. When system improvements occur, like eliminating soda and introducing activity-based learning in education systems, thousands of children, adolescents and adults are affected. And when we alter environments to create livable communities that connect to each other with roads and sidewalks that safely support walking and bicycling as well as automobiles, we make active living possible for all ages.

**Moving upstream.** As a nation, we invest more money in our health care system than other countries yet rank low in outcomes compared to most other countries. Our traditional model of health care includes preventive and sick care provided by doctors and hospitals. Today we know that we must go further upstream to create places where people are prompted to healthier behavior with cues to action in all environments. This requires the involvement of businesses, planners, police, educators, clergy, government, health and medical professionals, police, fire and rescue personnel – every sector, and people of all ages. Enter Eastern Shore Healthy Communities, a multi-sector health partnership. We create a space to put down political boundaries, share talents, insights, and resources, and work together towards creating a healthier Eastern Shore.

**All Eastern Shore citizens deserve to flourish.** Health is the state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. All people on the Eastern Shore deserve to thrive and flourish. When we create healthful places, where all residents thrive and flourish, it becomes a place where education flourishes, and businesses thrive – because all sectors are connected. We hope you “get” this concept, own it, and are inspired to become part of this moment. Your effort in this partnership might just be the “tipping point” to achieving the vision.

## A Few Important Terms to Consider

**Health.** We used to think of health as the absence of disease. We now know that health is the state of complete physical, mental, and social well-being. Social well-being is supported by where we live, learn, work, worship and play. That means all sectors bear responsibility for health. Eastern Shore Healthy Communities is a multi-sector partnership that creates a space for all community sectors to work together, share ideas, and influence health in all environments.

**Health Equity.** People experience health differently. Some populations die younger than others because of genetic differences and other populations may have health deficits for other reasons, for example, because they lack access to medical care, a reliable job, or transportation. Health equity is achieved when every person has the opportunity to “attain his or her full health potential” and no one is “disadvantaged from achieving this potential because of social position or other socially determined circumstances.” Health disparities or inequities are types of unfair health differences closely linked with social, economic or environmental disadvantages that adversely affect groups of people. (*Promoting Health Equity: A Resource to Help Communities Address Social Determinants of Health*, Centers for Disease Control and Prevention). Eastern Shore Healthy Communities values health equity and works towards a community that values the health of all its members.

**Social Determinants of Health.** When we consider health as the complete physical, mental, and social well-being, it is important to know the social determinants of health. The World Health Organization defines these determinants as the aspects of the environment in which people are born, grow up, live, work and age, as well as the systems put in place to deal with illness. These aspects are shaped by a wider set of forces, for example, economics, social policies, and policies. Growing in our understanding of those determinants that shape the health of the Eastern Shore community will require many conversations with citizens, keeping an eye on health data, and reports to the community. Eastern Shore Healthy Communities considers the social determinants of health a priority.

**Healthy Communities.** Achieving health equity, eliminating disparities, and improving the health of all groups creates stronger, more successful communities. We must work together to identify and address social determinants of health and improve these conditions through policy and environmental changes.

**Why focus on obesity and tobacco free environments?** Seventy-five percent of the \$2.4 trillion we spend on health care in the United States is spent on chronic diseases. These diseases can be addressed well before we ever need to see a doctor or visit a hospital by improving environments with opportunities and prompts to make healthy choices. While many other health and social issues require attention, Eastern Shore Healthy Communities has prioritized obesity and tobacco free environments. We look forward to tackling other issues as soon as we see significant progress in those issues that top our agenda.

## 2013 Accomplishments

### STRATEGIC INITIATIVE ONE: Increase Physical Activity

#### 1. Both Northampton and Accomack Counties will adopt the “Livable Communities” concept.

Livable Communities is a concept that originated in the planning profession as a vision to create cost-efficient, well-designed, safe and healthy communities. Turns out the concept preserves existing towns, stimulates the economy, enhances transportation, and improves health. A simple explanation of “Livable Communities” follows.

- **Encourage development in current towns saving the rural landscape for farming and forestry.** This reduces sprawl, redevelops existing downtowns, and improves existing infrastructure, like water, sewer, sidewalks and roads.
- **Promote construction of varied housing types in town for varying income and age levels.** Building apartments, condos, townhouses and free-standing homes on smaller sites in town creates more affordable housing. Homes built in “livable communities” appreciate faster, improving town economy and personal investment. When people of all incomes and ages live nearby in well-designed residences, socialization and neighborliness produces safer and healthier outcomes for all.
- **Support transportation options.** Pedestrian transportation enhancements, like safe sidewalks and bike lanes, improve mobility without using a car. Bus transportation helps people to go further. Fewer cars reduces carbon emissions, resulting in cleaner air and healthier people.
- **Encourage desirable amenities within walking distance.** Grocery, medical, library, education, arts and play facilities built within a town’s create walking destinations. More in-town residents make in-town facilities economically viable, creating jobs and active living by design.

#### 2013 Accomplishments

- Rob Testerman, Livable Communities Work Group co-chair and Accomack County Planner, provided information to the Accomack Planning Commission concerning Livable Communities as input to the proposed Atlantic Town Center.
- Patti Kiger, ESHC Executive Director and EVMS Instructor, made an invited presentation on Livable Communities to the Northampton Planning Commission on July 7.
- A July 6 Eastern Shore News article announced the Shore’s first roundabout at the “dangerous intersection of Greenbush and Tasley roads in Tasley.” While the idea had been discussed for some time within VDOT, we’d like to think the idea of roundabouts was underscored and encouraged as an outcome of our 2012 Walkability Workshops.
- New walking lights were installed in the Four Corners area of Onley on Route 13 to improve the area’s walkability – another suggestion from the Walkability Workshops Technical Memo.
- On September 12, ESHC featured a planning dialogue to crystalize our strategy to enact Technical Memo recommendations from the 2012 Walkability Workshop. Invited participants

included: **Martina Colker**, Planning Commission Chair, Northampton County; **Billye D. Custis**, resident and former Mayor, Town of Onley; **Rich Morrision**, Director of Planning and Community Development, Accomack County; **Bill Neville**, Director of Planning, Town of Chincoteague; **Aileen Joeckel**, Councilwoman, Town of Wachapreague; Russell Jones, Mayor, Town of Onley; **Peter Stith**, Long Range Planner, Northampton County; **Rob Testerman**, Planner, Town of Cape Charles; **Susan Simon**, Economic Development Coordinator and Director of Planning, Accomack-Northampton Planning District Commission; **Joe Zager**, Vice President for Development and Community Relations, Riverside Shore Memorial Hospital; and **Patti Kiger**, Instructor, Eastern Virginia Medical School. Results of this dialogue were included in the 2014 – 2015 Strategic Plan.

- Thanks to **Rob Testerman** and **Barb Schwenk** for co-chairing this Work Group, until Rob took a job as Cape Charles Planner and Barb retired. Thanks also to **Susan Simon** for agreeing to be the new Work Group Chair.

## 2. 1,000 individuals will participate in a media-driven fitness challenge.

### 2013 Accomplishments

- The 10-week Activate Eastern Shore fitness challenge was held April 1 – June 9 and a total of 518 participants met the challenge. Over three years we've exceeded 1,500 participants.
- Thanks to **Virginia Foundation for Healthy Youth** funding, we ran quarter page advertisements in Eastern Shore News and Eastern Shore Post, and 30-second spots with WESR-FM, who also matched us two-for-one with public service announcements. The media portion of this event establishes an environmental change, creating multiple cues-to-action to thousands of Eastern Shore citizens for physical activity and healthy eating. Congratulations to the Fitness Challenge Team: **Chair Andre Elliott** and **Katie O'Shea**, Eastern Shore Family YMCA, for developing this event. Congratulations to **Eastern Shore Rural Health** for besting **Riverside Shore Memorial Hospital** in the corporate challenge.
- Thanks to **Charlie Russell** and the team at WESR-FM for being our media sponsor and to WESR, Eastern Shore News and Eastern Shore Post for creating a healthy Eastern Shore media environment.

## 3. Four towns will create walking trails.

### 2013 Accomplishments

- Five towns were awarded mini-grants for signage to mark walking trails. These included Cape Charles, Nassawadox, Wachapreague, Melfa and Onancock.
- VDOT provided partnership by reviewing the signage specifications, placement, and safety; and waived their signage customary fees.
- Signs are under construction and we hope to install them before Christmas.
- Thanks to **Virginia Foundation for Healthy Youth** for funding the signage.

- Thanks to **Rob Testerman, Barb Schwenk, and Susan Simon** for serving as leaders on this project.

#### 4. Ten large worksites will adopt physical activity policies.

##### 2013 Accomplishments

- By 2012 we had accomplished this initiative. So in 2013 we went pushed on, bundled this Work Group with the Work Groups for Nutrition and Smoke-free campus policies for a total Wellness Policy initiative, and set a goal for 10 more organizations to adopt wellness policies. Accomplishments listed here are the same for similar goals in the nutrition and tobacco sections of our strategic plan.
- **Eastern Shore Health District** received a Tobacco Use Control grant that funded outreach to businesses and other organizations to give them tools to reduce smoking, including signage, smoking cessation training, and instruction on using the Quit line. Eastern Shore Community College Nurses assisted in an advertising audit for tobacco advertising targeting youth (i.e. store or outdoor advertising positioned at waist level or lower).
- **Eastern Shore Community College** is working with a new vendor for healthier vending machine choices and water.
- Representatives from 25 organizations attended a community forum at Eastern Shore Community College, in co-sponsorship with the our three chambers of commerce partners, **Chincoteague Chamber of Commerce, Northampton County Chamber of Commerce, and the Eastern Shore of Virginia Chamber of Commerce**, to learn more about creating worksite and faith community wellness policies.
- Worksite & Faith Communities Wellness Work Group members are currently planning their follow-up visits to businesses and faith communities to encourage development of Wellness Policies (nutrition, physical activity and smoke-free campuses).
- Thanks to Work Group members **Jean Joeckel**, Eastern Shore Rural Health, Inc., **Joni White, RN, CNP**, Eastern Shore Health District, and **Rev. Gary Miller**, St. John's United Methodist Church for their hard work on this effort.

#### 5. Ten faith communities will adopt physical activity policies and organize walking teams.

##### 2013 Accomplishments

- See #4 above.

## STRATEGIC INITIATIVE TWO: Improve Nutrition Environments

1. **20 high school students will audit schools for marketing unhealthy food and beverage and will report findings to their School Health Advisory Boards and School Boards, crafting and recommending policy to market only healthy foods and beverages on school grounds.**

Food and beverage marketing geared to children and youth overwhelmingly promote unhealthy foods and beverages. Given increased concern over the obesity epidemic and the role that marketing plays in establishing eating patterns, we are advocating for restrictions on advertising unhealthy foods and beverages to children and youth.

### 2013 Accomplishments

- **Northampton County Public School** students reported the results of their audit on March 14 in a presentation before the full partnership. Students in the Marketing class at Northampton High School conducted an audit of unhealthy food marketing in their school district. They found that a Wellness Policy had been adopted in the past but was not presently being observed. The resulting student, faculty and administration Wellness Committee is now actively seeking input for ways to create a healthier food and beverage environment within Northampton County Public Schools. Thanks to **Melinda Phillips**, Administrative Services Coordinator, and students **Michael Lopez** and **Carley Nottingham** for their informative presentation.
  - **Broadwater Academy** students presented the results of their audit on October 10 during a dialogue among Eastern Shore educators on best ways to help schools promote a healthy food and physical activity environment. They found that while they had no advertising of unhealthy food and beverages, fundraisers often sold unhealthy foods. They now only support healthy fund raisers and are actively and continuously improving the lunch menu. Thanks to **Barbara Parker**, Broadwater Director of Guidance, and students **Savanna Davis** and **Kelsey Parker** for their insights.
2. **Chester Hall**, Intervention and Prevention Specialist, Accomack County Public Schools, and **Tsara Knock**, Nandua High School DECCA President made their presentation on behalf of **Accomack County Public Schools** at the Nov. 14 meeting. Six DECCA members visited ACPS to explore food marketing. They found that students opt to use vending machine food and eat potato chips instead of buying school lunches. They observed that every school they visited had a school-sanctioned snack table. They showed pictures of advertising for unhealthy food and beverages outside and near some schools. They summarized by saying that healthy habits begin at home and that schools should be aligned with the YMCA, family restaurants and local businesses to create incentives for youth to be healthy.
  3. **Ten large worksites will adopt healthy vending machine policies/practices.**

### 2013 Accomplishments

- See report under Goal One: Physical Activity, strategic initiative #4, page 10.

**4. 10 restaurants will become “Healthy Options” organizations, improving nutritional value of food offered to customers.**

Restaurant food, whether fast food or fine dining, typically has more calories, fat and sodium than foods prepared at home. Eating out has been linked with overweight and obesity, which is why Eastern Shore Healthy communities has been working with local eating establishments to encourage them to offer healthier meal options for adults and children. In 2012 Eastern Shore Healthy Communities awarded 10 restaurants the honor of displaying the Healthy Options Restaurant seal. They are:

1. Ocean Deli, Wallops Island
2. Waterfront Restaurant, Tangier Island
3. Rita’s Restaurant, Parksley
4. Becca’s Cakes & More, Tasley
5. The Inn and Garden Café, Onancock
6. Janet’s Onancock General Store and Café, Onancock
7. Island House Restaurant, Wachapreague
8. Little Italy Ristorante, Nassawadox
9. The Great Machipongo Clam Shack, Nasawadox
10. The King’s Creek Inn, Cape Charles

To earn the seal, restaurants offered recipes for at least one complete adult and one complete child meal for a thorough nutrient and calorie analysis. Meals had to meet 8 of 11 criteria: 1) contain no more than 700 calories; 2) be trans-fat free; 3) less than 30% of calories from fat; 4) less than 10% of calories from saturated fat; 5) no more than 600 mg of sodium; 6) at least 5 to 7 grams of dietary fiber with lean protein; 7) ½ to 1 cup non-starchy vegetable and/or fruit; 8) have available fat-free salad dressing; 9) have available skim or 1% milk; 10) provide choices of whole grain items; and 11) no fried food. In addition, restaurants signed a Healthy Options Affidavit acknowledging the program intent and requirements. Finally, the restaurants had to be in compliance with the Virginia Clean Indoor Air Act and not have substantive violations as determined by the Virginia Department of Health.

### **2013 Accomplishments**

- Our initial 10 *Healthy Options* restaurants received printed materials: door decal, menu stickers, children’s placemats with games and puzzles.
- The Virginia Department of Health awarded ESHC a grant for advertising *Healthy Options* Restaurants and to recruit more restaurants. We ran 250 spots on WESR-FM radio this summer. And we placed half page ads for 12 weeks in the Eastern Shore News.
- We created Facebook page for *Healthy Options* restaurants.
- In April we began evaluating restaurants by asking all partners to volunteer to go to a restaurant, enjoy a meal, and evaluate using a questionnaire. Findings included:
  - Delivery of Healthy Option menu item with fidelity to recipe varied
  - Some restaurants want to add new *Healthy Option* menu items
  - Wait staff turnover creates an issue with keeping wait staff educated about the program.
- We have been meeting with restaurant owners to make improvements.
- Six restaurants were awarded the *Healthy Options* seal. These include:

- Mallards at the Wharf
  - Mallards Sidewalk Café
  - Saigon Village
  - Blarney Stone Pub
  - Market St Grill
  - Cape Charles Coffee House
- Five more restaurants have applied for *Healthy Options* status.
  - Thanks to our founding chair, **Keith Privett**, retired coordinator **Ann Ostrander**, our new chair, **Joanie Donohoe**, and Work Group members **Kathy Boyd** and **Bob Mayes**. We also thank all the restaurants who have sought and received the *Healthy Options* brand for their contribution to making the Eastern Shore a healthier place to live.

## STRATEGIC INITIATIVE THREE: Reduce Tobacco Use

### 1. Health, government and educational organizations will adopt smokefree campus policies.

Virginia’s rural Eastern Shore has the Commonwealth’s highest rate of lung and bronchus cancer mortality, and little wonder, since 22% of Eastern Shore adults are smokers. Tobacco is the number one cause of early death and disability and by now, most people know this. Despite knowing the risks to health, tobacco companies still manufacture tobacco products and still pump billions into marketing, and that’s just the amount they invest in the teen market. We recognize the following organizations for having tobacco-free or tobacco-restricted campuses:

Eastern Shore Rural Health  
 Riverside Shore Memorial Hospital  
 Eastern Shore Family YMCA  
 Atlantic United Methodist Church  
 Eastern Virginia Medical School  
 Accomack Health Department  
 Northampton Health Department  
 Northampton County Administrative Offices  
 Eastern Shore Community College

**And, of course, our Healthy Options Restaurants**

#### Accomplishments 2013

- See Goal One, Strategy 4, page 10. Physical activity, nutrition and smoke-free campus policies have now been rolled into one work group.

## STRATEGIC INITIATIVE FOUR: Strengthen and Vitalize the Coalition

### 1. Align mission with capabilities.

During our 2013 Strategic Planning retreat we confirmed mission/capability fidelity.

### 2. Encourage leadership among partners.

The National Leadership Academy for the Public's Health (NLAPH) accepted our application for leadership training and in February, ESHC Leadership Fellows: Linda Glover, Scott Chandler, Aileen Joeckel and Patti Kiger went to Atlanta for training. We were selected as one of 20 teams nationwide. Since then we've received training and support monthly with a webinar, a meeting with our coach, Dr. Mark Horton, and we are planning for a Leadership Institute to be implemented in 2013.

### 3. Acquire resources to accomplish mission.

In 2013 we were supported by the following organizations:

- National Institutes of Health – National Institute for Child Health and Development (\$90,000 over 3 years for planning community-based participatory research)
- Virginia Foundation for Healthy Youth (\$79,996 for two years to support coalition infrastructure, walking trails and signage, and student audit project).
- Virginia Department of Health: 2 awards (\$15,000 for Healthy Restaurants; \$14,500 for Tobacco Control)
- National Leadership Foundation for the Public's Health/Center for Health Leadership & Practice (training & technical assistance)
- Eastern Shore Community College (meeting space)
- YMCA Camp Silver Beach (meeting space)

We are grateful to all of these organizations for their support.

### 4. Serve as a resource for health data and information.

We continue to improve our web site to become that resource.

### 5. Rename and brand "Eastern Shore Healthy communities.

This was accomplished in 2011.

### 6. Craft positioning and create high profile community presence.

We have crafted our positioning and set as a goal to release news and updates of Eastern Shore Healthy Communities on a monthly basis. The following are some of the news articles and ads we have received in 2013.

April – June, 2013. Eastern Shore Healthy Communities placed 10 print ads (Eastern Shore News and Eastern Shore Post) and 120 radio ads (WESR 103.3 FM) in promotion of the Third Annual Activate Eastern Shore, the Fitness Challenge. We also received numerous public service announcements from our media sponsor, WESR-103.3.

May – July, 2013. We placed weekly half-page ads for Healthy Options Restaurants in Eastern Shore News, and 250 radio spots on WESR-FM. WESR-FM matched us with 750 PSAs.

01/16/13 – Northampton County Public Schools Celebrates Healthy Youth Day – January 17, .

05/22/13 – Health agencies go smoke-free, Eastern Shore News

05/22/13 – Kiger to address healthy communities, Eastern Shore News

05/28/13 – Presentation to Friends of the Public Library, Accomac Branch.

07/02/13 – Creating a Healthier Eastern Shore. Presentation to the Northampton County Planning Commission on Livable Communities

07/06/13 – Tasley may get new roundabout. Eastern Shore News. (relates to Walkability recommendations.

12/1/13 – Eastern Shore coalition helps residents get healthy. *EVMS Magazine*.

**7. Use data to guide goals, initiatives and evaluation.**

We continue to use data as a touchstone to remain aware of trends in key health indicators.

**8. Manage future systematically.**

We manage our future by holding an annual retreat to review goals and objectives and every three years completely revamping those goals. This year we held our Planning Retreat on June 6 at Camp Silver Beach and began creation of the 2014 – 2016 Strategic Plan.

## OTHER INITIATIVES

Eastern Shore Healthy Communities operates strategically following a plan. However, from time-to-time, opportunities arise to take our strategy a step beyond our original intention. The following opportunities fall into that category.

**Hampton Roads Child and Adolescent BMI Data Collection Protocol.** In it's third year, we coach Accomack and Northampton Public School System and Broadwater Academy health services in a comparable data collection process. From a sample size of 2,461 students in grades K, 1, 3, 5, 7, and 10 we were able to estimate a 23.41% obesity rate for Eastern Shore children and adolescents in 2012. Data collection was in 2012. Results were announced in 2013. In addition to Eastern Shore schools, similar data is collected in Norfolk, Portsmouth and Franklin.

**Community – Academic Partnership to Plan for Health.** Eastern Shore Healthy Communities received funding from the National Institutes of Health, National Institute of Child Health and Development to establish a partnership of Eastern Virginia Medical School faculty with Eastern Shore community members interested in addressing overweight and obesity. This partnership is a new Work Group that is tasked with meeting with other community members to provide information on Livable Communities, social determinants of health, health disparities and local health statistics. The group will talk with all segments of the Eastern Shore community to gain ideas for creating a healthier Eastern Shore by improving environments; creating more equitable opportunities for health for all residents; and ideas for avoiding unfair health differences and lost opportunities to improve health. Finally, the Work Group seeks input on changes the community believes would most create a livable, walkable Eastern Shore. This Work Group works closely with our Livable Communities Work Group and it is recruiting community membership. By 2014 this work group will propose a community intervention, based on community wisdom, to learn more about how Livable Communities, health equity and social determinants of health contribute to a healthier Eastern Shore population.

**Smart Bites.** In February, the Institute of Medicine invited three health coalitions to participate in their Smart Bites pilot. ESHC was honored to be among this elite group. The goal of Smart Bites is to help children and adolescents make healthy choices while dining out. Students identify local restaurants that they patronize, usually fast food, and recruit them into the Smart Bites initiative. Restaurants offer discount to students presenting a "Smart Bites" card for choosing healthy food items. A team of students reviews restaurant menus using a CDC program that rates menu items as Whoa, Go, and Slow. We publish menu items on our website. Students in participating schools receive a Smart Bites card, which is stamped each time they go to a participating restaurant and order a healthy "Go" or "Slow" option. Once per month students deposit their Smart Bites card into a box at school which enters them into a drawing for prizes. ESHC representatives use the deposited card to measure participation and report participation to restaurants. So far school participants include Northampton County Public Schools and Broadwater Academy and restaurant participants include Machipongo Trading Company, Subway (Onley, Walmart and Exmore) and Wendy's is working on a contract with us.

## Partnership Report

### 2013 Executive Committee

W. Bruce Benson, Ed.,D.  
Superintendent  
Accomack County Public Schools

Scott Chandler  
Administrative Director  
Eastern Shore Health District

Walter R. Clemons, Ph.D.  
Superintendent  
Northampton County Public Schools

Patti G. Kiger, M.Ed.  
Executive Director  
Eastern Shore Healthy Communities  
Instructor  
Eastern Virginia Medical School

The Reverend Gary C. Miller  
Pastor  
St. John's United Methodist Church

Steven B. Miner  
Administrator  
Accomack County

Katherine H. Nunez  
Administrator  
Northampton County

Nancy Stern  
Chief Executive Officer  
Eastern Shore Rural Health System,  
Inc.

Linda Thomas-Glover, Ph.D.  
President  
Eastern Shore Community College

Danny Vestal  
Chair  
Eastern Shore Healthy Communities  
Director  
YMCA Camp Silver Beach

Joseph P. Zager  
Vice President,  
Riverside Shore Memorial Hospital

*Ex Officio*  
The Honorable Ralph Northam, M.D.  
Virginia Lieutenant Governor elect

### Executive Committee Members Retiring 2013

James M. McGowan, AICP

## **Work Group & Chairs**

### **Livable Communities/Walking Trails**

Rob Testerman and Barbara Schwenk  
co-chairs (retired)  
Susan Simon  
Current chair

### **Fitness Challenge: Activate Eastern Shore**

Andre Elliott, chair

### **Wellness Policies**

Jean Joeckel, Rev. Gary Miller, and Joni White, co-chairs

### **Student Audit of School Food and Beverage Marketing Practices**

Kathy Lewis, Chester Hall, Melinda Phillips and Barbara Parker, co-chairs

### **Healthy Options Restaurants**

Keith Privett, chair, Ann Ostrander, coordinator (have stepped down)  
Joani Donohoe, current chair and coordinator

### **Smart Bites**

Joani Donohoe, current chair and coordinator

### **Community-Academic Partnership**

Patti Kiger & Bob Mayes, co-chairs

### **Leadership Institute**

Linda Thomas-Glover, chair

## **Committees**

### **Evaluation**

Danny Vestal, Chair

### **Leadership Development**

Linda Thomas-Glover, Ph.D., chair

### **Resources (Budget)**

Scott Chandler, chair

### **Thank You for your service to Chairs who have stepped down**

Rob Testerman, Barbara Schwenk (retired), Kathy Lewis, RN, Nancy Stern & Keith Privett

### Active Partners 2013

Ellen Archer  
Eastern Shore Health District

Jean Joeckel Eastern Shore Library Foundation  
Eastern Shore Rural Health Systems, Inc.

Bruce Benson  
Accomack County Public Schools

Russell Jones  
Town of Onancock

Amy Bull  
Eastern Shore Rural Health Systems, Inc.

Patti Kiger  
Eastern Virginia Medical School

Scott Chandler  
Eastern Shore Health District

Janice Langley  
Perdue

David Chang, M.D.  
Virginia Department of Health

Cabel Lawton  
Town of Onancock

Jackie Davis  
Northampton County Administration

Kathy Lewis  
Eastern Shore Health District

Joani Donohoe  
Eastern Shore Health District

Bob Mayes  
Individual

Andre Elliott  
Eastern Shore Family YMCA

Jim McGowan  
Eastern Shore Community College

Linda Thomas-Glover  
Eastern Shore Community College

Pauline Milbourne  
Accomack County Public Schools

Chester Hall  
Accomack County Public Schools

Rev. Gary Miller  
St. John's United Methodist Church

Jackie Haymaker  
Virginia Tech Cooperative Extension –  
Accomack County

Rich Morrision  
Accomack County Administration

Brinette Hinman  
A-N PDC

Christina Murray  
Virginia Tech Cooperative Extension –  
Northampton County

Pam Holley  
Eastern Shore Public Library

Bill Neville  
Town of Chincoteague Administration

Rick Holley  
National Federation for the Blind

Susan O'Brien  
Virginia Tech Cooperative Extension –  
Accomack County

Aileen Joeckel  
Town of Wachapreague &  
Blue Crab Bay Company

Katie O'Shea  
Eastern Shore Family YMCA

Melinda Phillips  
Northampton County Public Schools

Keith Privett  
Virginia Department of Health

Jon Richardson  
Virginia Department of Health

Susan Simon  
Accomack-Northampton Planning District  
Commission

Curt Smith  
Accomack-Northampton Planning District  
Commission

Peter Stith  
Northampton County Planning

Nancy Stern  
Eastern Shore Rural Health System, Inc.

Ipek Taffee  
The Planning Council

Rob Testerman  
Accomack County Planning/Now Cape Charles  
Planning

Carol Vaughn  
Eastern Shore News

Danny Vestal  
YMCA Camp Silver Beach

Joni White, RN, CNP  
Eastern Shore Health District

Joe Zager  
Riverside Shore Memorial Hospital

Eastern Shore Statistical Snapshot								
2013 County Health Rankings (of 133 VA Counties)								
(please visit <a href="http://www.countyhealthrankings.org">www.countyhealthrankings.org</a> for references)								
	Accomack County	Error Margin	Northampton County	Error Margin	Virginia	National Benchmark	AC Rank	NC Rank
<b>Health Outcomes</b>							<b>104</b>	<b>99</b>
<b>Mortality</b>							<b>107</b>	<b>82</b>
Premature death	9,240	8,021-10,458	8,292	6,473-10,111	6,362	5,317		
<b>Morbidity</b>							<b>95</b>	<b>107</b>
Poor or fair health	21%	16-28%	19%	15-25%	14%	10%		
Poor physical health days	3.5	2.6-4.4	3.6	2.5-4.8	3.2	2.6		
Poor mental health days	3.4	2.4-4.5	4.2	2.5-5.9	3.1	2.3		
Low birthweight	9.7%	8.6-10.7%	10.3%	8.5-12.1%	8.3%	6.0%		
<b>Health Factors</b>							<b>113</b>	<b>114</b>
<b>Health Behaviors</b>							<b>123</b>	<b>116</b>
Adult smoking	22%	17-27%	24%	18-31%	18%	13%		
Adult obesity	33%	29-38%	30%	25-35%	28%	25%		
Physical inactivity	30%	27-35%	31%	25-36%	24%	21%		
Excessive drinking	15%	11-21%	18%	15-25%	16%	7%		
Motor vehicle crash death rate	31	24-39	28	18-42	11	10		
Sexually transmitted infections	624		727		385	92		
Teen birth rate	66	60-72	60	51-70	32	21		
<b>Clinical Care</b>							<b>125</b>	<b>59</b>
Uninsured	23%	21-25%	20%	18-22%	15%	11%		
Primary care physicians**	2,374:1		826:1		1,356:1	1,067:1		
Dentists**	3,740:1		1,413:1		1,811:1	1,516:1		
Preventable hospital stays	63	56-70	58	49-68	58	47		
Diabetic screening	86%	79-94%	89%	78-100%	86%	90%		
Mammography screening	59%	52-66%	69%	57-81%	66%	73%		
<b>Social &amp; Economic Factors</b>							<b>106</b>	<b>120</b>
High school graduation**	84%		76%		88%			
Some college	43%	37-48%	39%	30-47%	67%	70%		
Unemployment	7.2%		8%		6.2%	5.0%		
Children in poverty	31%	23-38%	35%	25-45%	16%	14%		
Inadequate social support	22%	17-28%	18%	13-24%	18%	14%		
Children in single-parent households	42%	35-49%	44%	36-51%	30%	20%		
Violent crime rate	199		165		233	66		
<b>Physical Environment</b>							<b>37</b>	
Daily fine particulate matter	12.2	12.0-12.5	12.3	11.9-12.7	12.5	8.8		
Drinking water safety	23%		56%		8%	0%		
Access to recreational facilities	6		8		10	16		
Limited access to healthy foods **	2%		0%		4%	1%		
Fast food restaurants	33%		50%		50%	27%		

\* 90th percentile, i.e., only 10% are better.

\*\* Data should not be compared with prior years due to changes in definition.

Blank spaces indicate missing data



## A Message from the Executive Director

Dear Partners,

Watching my first Chesapeake Bay sunset 10 years ago deeply moved me. The air carried a soothing chorus of leaves rushing in nearby trees. Gulls and egrets cawed and croaked while waves gently lapped on the nearby beach. And I swear I heard the hiss of the extinguishing sun as it dipped into the bay. I fell in love with the Eastern Shore and was transformed.

As soothed as I was by the spirit of this land, the general health of its people was unsettling. Illness contrasted the Shore's natural dignity. Sunset watching morphed into data mining, meeting people, coalescing like minds, and making a plan. Together we learned that three-quarters of the dollars we invest in health care can be attributed to preventable lifestyle-related chronic diseases – illnesses that impact our people in disproportionate numbers. They can be prevented long before we ever need to see a doctor or visit a hospital simply by staying fit, eating well, moving more, and creating more tobacco-free environments. Is there a better place on earth to find good food, lots of exercise and clean air?

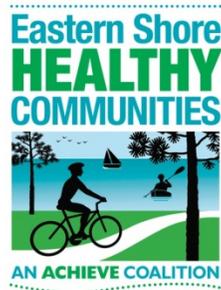
We've learned that what is good for individual health is also good for collective commerce. Flourishing towns and villages mean children are nurtured with love, food and exercise; graduate from high school; go on for further training or education; find jobs, contribute to society and are generally happier. In a flourishing community adults find reliable employment making a living wage, have health insurance benefits, take care of themselves, their families and neighbors where they work, worship, learn and play, and leave their world a better place for those who come after. Flourishing people take care of the environment, respect differences, and care for those who cannot care for themselves. Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. Social well-being requires every sector to create flourishing environments.

In the end, Eastern Shore Healthy Communities is about participating in a movement of self-respect: creating whole, healthy people by influencing our surroundings to support health and wholeness. Wrapped in supportive environments at home, school, work, church and play ultimately saves money, creates health, and nourishes our souls. I believe it also shapes our character and restores dignity. Think about that, if you can, the next time you find yourself awed by the splendor of an Eastern Shore sunset.

Sincerely



Patti G. Kiger  
Executive Director, Eastern Shore Healthy Communities  
Instructor, Eastern Virginia Medical School



For Further Information

Contact Patti Kiger  
[kigerpg@evms.edu](mailto:kigerpg@evms.edu)