



The Bottom Line

Eastern Shore Healthy Communities

2015 ANNUAL REPORT

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.



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A Message from the Executive Director



Dear Friends and Partners,

It has been both a blessing and a challenge to work towards creating a healthier Eastern Shore over the past eight years. The relationships and bonds that have been built with the partners listed in this Annual Report are strong. Together we have contributed over a million dollars in grant funding towards our common vision. This money has been invested in improving nutrition and physical activity and in creating tobacco free environments.

In the coming year we will step up the pace. As partners within an Accountable Care Community we will build bridges from healthcare to social and environmental health determinants: housing, transportation, food, jobs, education and other major community infrastructure. It is our vision to bridge these determinants in meaningful ways that create both health and economic success. This complex work requires multi-sectorial leaders from mission-based organizations. It requires leaders who are willing to share resources from their own enterprises to strengthen the population as a whole. In return, our citizens will be in a better position to reinvest their success in the community that gave to them. Join us in this important work. We are all in the health business together. Your partnership in this endeavor is needed. That's the bottom line.

Sincerely,

A handwritten signature in black ink that reads "Patti G. Kiger".

Patti G. Kiger, M.Ed.

Instructor, Eastern Virginia Medical School

Executive Director, Eastern Shore Healthy Communities

A Letter from our Co-Chairs

Dear Community Partners,

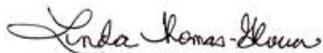
It's been bugging us all year. How do we convince people that we're all in the health business? Certainly all employers all, but so are the rest of us.

If our health was a pie, hospitals and doctors would comprise about 10% of it -- less than one slice-- if you cut your pie into eight slices like most people do. They're an important slice in restoring health, but realistically, not as powerful in creating health as the other slices. Genetics would be about two and a half slices, about 30% of the pie, and frankly, we can't do much about our genes. The other five pie slices, about 60% of our health, are the social, environmental and behavioral aspects that influence health. These include jobs with meaningful incomes; affordable, conveniently located housing; accessible fresh food; affordable and accessible transportation; freedom from violent settings; excellent education; clean water and air; safe roads; supportive media and built environments among other similar items. Are you surprised?

When we started Eastern Shore Healthy Communities eight years ago, we thought we were in the obesity and tobacco control business. And while they are the leading factors underlying early death and disability, other issues influence them. We need to start addressing them. Do we have enough money to treat all injuries or illnesses? No. We don't. Whereas preventing illness sometimes doesn't cost much at all. Prevention is a better investment because it pays off in a better economy, a new and brighter work force, reduced crime, higher incomes, nicer neighborhoods, and a better place to live.

We invite you to partner with us because creating a healthier community can only be done by working together. That's the bottom line.

Sincerely,



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



Scott Chandler
Administrative Manager
Eastern Shore Health District



Our Leadership

Executive Committee. This governing committee represents the Eastern Shore’s most influential organizations. They oversee and make recommendations concerning the ESHC’s structure and direction, including operations, governance, marketing, and finance.

- At the 2015 annual retreat these leaders discussed multi-sectorial leadership and partnership, health determinants, accountable care communities, health impact assessments (HIA), health in all policies (HiAP), and ESHC’s multi-sector influence.
- In 2016 they plan to form an Accountable Care Community and develop and conduct an all-literacy level HIA training.
- Becoming “multi-sectorial” leaders, especially when not mandated or funded, requires wisdom and the belief that working together accrues greater benefit to one’s own organization as well as the greater community.

Funder

Virginia Foundation for Healthy Youth

Lead Agency

Eastern Virginia Medical School

Committee Partners

Scott Chandler, ESHC co-chair; Administrative Manager, Eastern Shore Health District

Linda Thomas-Glover, Ph.D., ESHC co-chair; President Eastern Shore Community College

Pastor Gary Miller, ESHC vice chair; Pastor, St. John’s United Methodist Church

Danny Vestal, ESHC past chair; Executive Director, YMCA Camp Silver Beach

Kregg Cuellar, Ed.D., past Superintendent, Accomack County Public Schools

Eddie Lawrence, Superintendent, Northampton County Public Schools

Steve Miner, Ed.D., Administrator, Accomack County

Katie Nunez, Administrator, Northampton County

Nancy Stern, CEO, Eastern Shore Rural Health System, Inc.

John Peterman, Administrator and Vice President, Riverside Shore Memorial Hospital

Lisa “MiMi” Sedjat, CEO, Eastern Shore Community Services Board

David Matson, M.D., Ph.D., M.P.H., Director, Eastern Shore Health District

Patti Kiger, ESHC Executive Director, Instructor, Eastern Virginia Medical School

The Honorable Ralph Northam, M.D., ESHC Executive Committee Member *Emeritus*, Lieutenant Governor of Virginia

2015 in Review

Much has been accomplished since Eastern Shore Healthy Communities began in 2009. The following reviews 2015 achievement by work group. You'll learn each work groups objectives and who works to achieve them. The organizations to which they belong share a common vision for a healthier, more prosperous Eastern Shore. Working together, these organizations and individuals achieved more than they could have working as individuals. They have invested well in the future of the Eastern Shore.

We extend an open invitation to you, our reader, to join one or more of our work groups and contribute to the ongoing work of creating a healthier, more prosperous Eastern Shore.



Academic-Community Partnership. This initiative explores the relationship of obesity, chronic disease prevention, health disparities and social determinants of health with Livable Communities concepts applied to a rural area. Liveability and health are natural partners and these partners are working towards developing a rural definition of liveable communities and evidence that livability components contribute to health. Definitions abound for liveable communities and most apply to urban areas. The working definition currently used by the Academic-Community partnership includes the following:

Livable Communities

1) *Support the built environment where towns and their infrastructure already exists, thus preserving forests and farmlands for hunting, fishing, and farming. Building new towns on Virginia’s Eastern Shore duplicates costly infrastructure like roads, water supply, sewers, electrical grids, and telecommunications thus stretching precious resources even more thinly than the population can support.*

2) *Support building multi-income (with an emphasis on affordable), multi-type housing within existing towns to meet the need for people of all ages, all income and professional levels to have a desirable place to live. Clustering housing in towns takes advantage of the health effects of social cohesion and participation. As towns grow more densely populated they are able to support more business and entertainment amenities, creating economic prosperity.*

3) *Support building needed amenities within towns, like grocery stores, libraries, schools, professional offices, shops, parks, sports opportunities and other facilities so that people, especially children, seniors, and those with special needs, can get to them without a car. This encourages walking, invites visitors, supports businesses, aids transportation issues, and provides ready access to jobs.*

4) *Emphasize transportation, especially pedestrian and mass transit, by building sidewalks, bike lanes, and transit stops, so that every trip isn’t a car trip. Even those living outside of town can access town services by parking once and walking to all needed stops, thus reducing automobile-induced air pollution and associated health conditions like asthma. It also encourages healthy walking and supports business.*

- In 2015, the Work Group completed 3 community forums and dialogues (focus groups), adding the diversity voices of 11 more community members to research begun in 2014.
- Pursuing the youth perspective, this Work Group added two “photovoice” projects with Eastern Shore Head Start and the Chincoteague Family YMCA. Photovoice is an analysis method that combines photography with research. Participants are asked to express their points of view of what makes their community liveable and what might need improvement to increase liveability by photographing scenes or images and explaining verbally or by written essay. Fifteen youth, ages 8 to 18 participated in this phase of the research.

- To check the results of the research, the work group added a third method, five key informant interviews. The final report on outcomes for all of these interviews will be available soon.

Funding Eunice Kennedy Shriver National Institute of Child Health and Development

Lead Agencies Eastern Virginia Medical School
Eastern Shore Rural Health Systems, Inc.

Work Group Partners Patti Kiger, Academic Co-Chair, Eastern Virginia Medical School
Bob Mayes, R.N., Community Co-Chair, Retired Officer U.S. Health Service

Academic Partners

Fran Butterfoss, Ph.D. EVMS & CoalitionsWork

Kate Ferguson, Ed.D., EVMS

John Harrington, M.D., EVMS & Children’s Hospital of The King’s Daughters

Karen Schetzina, M.D., East Tennessee State University

Community Partners

Jean Joeckel, Eastern Shore Rural Health System, Inc.

Pastor Gary Miller, St. John’s United Methodist Church

Susan Simon, Accomack-Northampton Planning District Commission

Danny Vestal, YMCA Camp Silver Beach

Joni White, RN, Ob/Gyn CNP, Eastern Shore Health District

Kristen Tremblay, Accomack County Department of Planning and Economic Development

Keisha Elmandorf, Northampton Cooperative Extension

Charlotte Weeks, Hairdresser

Mary Morris, Educator





Child and Adolescent BMI Data Collection. This systems change initiative created an evidence-based, efficient and systematic protocol for height and weight data collection and body mass index (BMI) calculation among school children and adolescents (grades K, 3, 5, 7 and 10). Local school professionals can conduct these measurements to track youth weight status, an important health indicator that also has implications for academic success. These data provide a useful metric for tracking community obesity-prevention initiatives. In 2011, the first year of data collection, an estimated 47.4% students measured in the overweight or obese category. This rate improved in 2013 with an estimated 40.5% of Eastern Shore youth measuring in that category.

- In 2015 we reported the estimated 2014 BMI measurements for Eastern Shore public school students. Overall 43.8% of the student population measured in the overweight or obese weight status category, using a sample of 908 students.
- Due to funding shortages, no 2015 BMI data was collected.

Funding Eastern Virginia Medical School and Children’s Hospital of The King’s Daughters

Lead Agency Eastern Virginia Medical School

Work Group Partners **Tonya Lewis**, Accomack County Public Schools
Larry Blodgett, Accomack County Public Schools
Linda Ashby, Northampton County Public Schools
Naomi Collins, Northampton County Public Schools
Patti Kiger, Eastern Virginia Medical School, Work Group Chair



Early Childhood Obesity Prevention. This collaborative initiative with The Planning Council and Smart Beginnings Eastern Shore encourages early child care providers to adopt policy change that encourage healthful eating and physical activity, thus creating conditions that support prevention of chronic diseases among children and their parents as well as early childcare providers themselves.

- In 2015 The Planning Council received a “farm to child care” grant for Western Tidewater—an initiative that with future funding, is a perfect fit for the Eastern Shore.
- The Work Group held a forum in August for early child care providers at Eastern Shore Community College to discuss nutrition, physical activity and developing policies around these important developmental assets. The event was well attended.

Funding

The work group is seeking support for this effort.

Lead Agency

The Planning Council

*Work Group
Partners*

Ipek Taffe, Chair, The Planning Council
Roberta Newman, Smart Beginnings Eastern Shore and Newroads Consulting
Patti Kiger, Eastern Virginia Medical School



Healthy Options Restaurants. Restaurant owners play an important role in creating health and in establishing the latest trends in food preparation. Virginia’s Eastern Shore food is a national treasure and no one knows better how to prepare it than our local restaurant chefs. This is food that should be treated with respect. And so should our Eastern Shore people. After all we want them to continue spending money at our local restaurants. With our heart disease, cholesterol, hypertension, and diabetes rates, to keep our customers coming back, we need to slowly change our food culture from sinfully delicious to simply divine. We want our restaurant partners to be as invested in their customers’ long, flourishing lives as they are in short-term profits. Data on the direct correlation of restaurant food and patron longevity is not collected, so this is a partnership of faith. We are currently partnering with 15 top locally owned restauranteurs to support their unique style that satisfies customer tastes and keeps them coming back. Over time, we hope to align style, taste, and food to support and prolong life rather than taking it away.

- In January 2015 new radio and print ads were placed in the Eastern Shore News, Eastern Shore Post and on WESR-FM radio from spring through fall.
- Two beautiful *Eastern Shore Healthy Options Restaurants* outdoor signs greet visitors as they enter the Shore from either the South or the North.
- ESHC’s website and Facebook page keeps locals informed.
- Collateral materials are located in the Eastern Shore Visitors Center and at each participating restaurant.
- 14 partner restaurants have joined the program. While that number is down from a high of 18 in previous years, restaurants have a high turnover rate.
- Becca Crutchley (of Becca’s Cakes & More) and Pam Widgeon, who opened a new restaurant in Willis Wharf called Seaside Grill at Willis Wharf, are the newest partners.

Funding

Virginia Foundation for Healthy Youth, Virginia Department of Health, the WIC Association

Lead Agencies

Eastern Shore Health District and Eastern Virginia Medical School

*Work Group
Partners*

Joani Donohoe, Chair, Eastern Shore Health Departments

Patti Kiger, Eastern Virginia Medical School

Ellen Pudney, Northampton County Cooperative Extension

Raven Garris, Eastern Shore Health Departments

Partner Restaurants

Jean Mariner, Great Machipongo Clam Shack, Nassawadox

Andy Tiftikidis, Ocean Deli, Wallops Island

Rebecca Eskridge Crutchley and **Pam Widgeon**, Seaside Grill at Willis Wharf

Sandra Fox, The Inn & Garden Café, Onancock

Blake Johnson, The Island House Restaurant, Wachapreague

Janet Hotcaveg, Onancock General Store--Janet's Café

Franco Nocera, Little Italy Ristorante, Nassawadox

Hanh My, Saigon Village, Chincoteague

"Johnny Mo' Morrison, Mallards at the Wharf, Onancock

Deb & "Johnny Mo' Morrison, Mallards Sidewalk Café, Accomac

Roberta Romero, Cape Charles Coffee House

Terris Kennedy & Nancy James, Blarney Stone Pub, Onancock

Ron Wolff, Wolff's Sandwich Shop, Atlantic

Vincent Erato, DaVinci's Italian Kitchen, Onancock



Livable Communities. While the Academic-Community Partnership is trying to develop a community-driven definition of livable communities in rural areas, the Liveable Communities Work Group is tasked with helping towns and counties include liveability in their comprehensive plans. ESHC sponsored a series of Walkability Workshops in 2012 which resulted in a technical memo of recommendations for creating a safer, more inviting walkable, bikable community. This work group is tasked with insuring that all communities receive a copy and read the specific suggestions. Sixty percent of health comes from social, environmental and behavioral determinants found in liveable communities. Liveable communities support health by insuring needed social and environmental supports are in place. The work group in charge of Liveable Communities has been led and staffed in the past by excellent planners. However, the Shore often experiences high turn-over. We are looking for a Work Group Chair to continue the important work of this, our lead initiative.

<i>Funding</i>	No current funding
<i>Lead Agency</i>	None
<i>Work Group Partners</i>	This Work Group did not meet in 2015



Walking Trails. Creating environmental change to encourage walking can sometimes serve two purposes. Signage on existing sidewalks marking a walking trail often leads walkers by storefronts for a little window shopping. What’s good for the body may also be good for the economy.

- In 2015 the Northampton County Government Complex received a walking trail in the form of exercise equipment. Construction began in May and was completed in July. It will serve as the head of a walking trail around the complex.
- Trails are now installed in Melfa, Onancock, Onley, Nassawadox, Wachapreague and Cape Charles.
- The walking initiative aligns with the U.S. Surgeon General’s September call-to-action to promote walking and walkable communities as a means to address chronic diseases.

Funding

Virginia Foundation for Healthy Youth

Lead Agency

Accomack-Northampton Planning District Commission

Work Group Partners

Susan Simon, Chair, ANPDC
Patti Kiger, Eastern Virginia Medical School
Jackie Davis, Northampton County Administration



Worksite and Faith Community Wellness Policies.

This initiative encourages worksites, faith communities and other organizations to develop policies around healthy eating, physical activity, and tobacco-free campuses to reduce chronic diseases among employees and parishioners. In 2016 we will add the evidence-based Business Case for Breastfeeding to encourage worksites and faith communities to add a policy providing breastfeeding moms with a private, clean and comfortable space and time during the work day to pump breastmilk for their nursing babies. So far, 15 organizations have adopted Wellness Policies in various forms. The adoption of such policies contributes to Virginia’s Eastern Shore’s growing culture of health. Congratulations and thanks to these mission-based organizations for formalizing wellness within their organizations: Accomack Sheriff’s Department, ANEC, Arcadia Nursing Home, Blue Crab Bay Co., Eastern Shore Rural Health, Eastern Shore Community College, Eastern Shore Health District, Eastern Shore Community Services Board, Northampton Sheriff’s Department, Purdue, Quail Run, Riverside Shore Memorial Hospital, St. John’s United Methodist Church, Tyson, and the 911 Group.

- A revitalized Work Group has reviewed and updated the tool kit, PowerPoint presentation, and sample policies. They are now in the process of making appointments with community worksites and faith communities to present the initiative and ask them to adopt Worksite Wellness Policies.

<i>Funding</i>	Virginia Foundation for Healthy Youth, National Association for Public Health Leadership, and the Center for Disease Control and Prevention
<i>Lead Agencies</i>	Eastern Shore Health District, Eastern Shore Rural Health Systems, Inc., St. John’s United Methodist Church
<i>Work Group Partners</i>	Joni White, RN, Ob/Gyn NP , Eastern Shore Health District, tri-chair Amanda Thompson , Eastern Shore Rural Health, tri-chair Pastor Gary Miller , St. John’s United Methodist Church, tri-chair George King, St. John’s United Methodist Church Ashley Gregory, Virginia Department of Health Ellen Pudney, Northampton Cooperative Extension



Youth Leadership Academy. This initiative provides leadership training and experiential learning to local youth to make them aware of Virginia’s Eastern Shore’s assets and needs, understand their capacity for making change, and encourage them to remain in their community after college or post-secondary technical training and work for social justice, health and economic prosperity.

- The first ESHC- ESCC Youth Leadership Academy (YLA) began in January 2015 and graduated 9 Leadership Scholars on April 11. The Youth Leadership Academy began as a project of four ESHC partners who were selected as Leadership Fellows from the National Academy for Public Health Leadership. The YLA used the evidence based “Student Leadership Challenge” developed by James Kouzes and Barry Posner. YLA instructors gave a strong emphasis on community health issues and how they relate to community economic success and challenged students to initiate a community initiative based on ESHC’s PSE framework. They selected after school programs using joint use agreement to improve opportunities for physical activity.
- Four community leaders shared their leadership story, or provided a leadership exercise for the Scholars during the program. Thanks to Crosby Johnson (Northampton County Education Foundation), Roberta Newman (Newroads Consulting), Aileen Joeckel (Blue Crab Bay Co.) and Nancy Stern (Eastern Shore Rural Health System, Inc.) for being our visting lecturers.
- Patti Kiger, Dr. Linda Thomas-Glover and Aileen Joeckel served as class instructors.
- The 2016 program will begin in March.
- Congratulations to our Youth Leadership Scholars: Ethan Annis, Holly Grove Christian School; LaQuanda Godwin, Nandua High School; Megan Kelly, Arcadia High School; Kathleen Kraft, Broadwater Academy; Imani Pearl Lee, Northampton High School; James Lord, Broadwater Academy; Jenna Pittman, Broadwater Academy; Margarita Sanchez, Nandua High School; and Caroline Turner, Nandua High School.

Funding

National Academy for Public Health Leadership (technical support and training), Virginia Foundation for Healthy Youth, and Eastern Shore

Lead Agency

Community College
Eastern Shore Community College

*Work Group
Partners*

Linda Thomas-Glover, Ph.D., Chair, Eastern Shore Community College
Scott Chandler, Eastern Shore Health District
Aileen Joeckel, Blue Crab Bay Co.
Patti Kiger, Eastern Virginia Medical School
Nancy Stern, Eastern Shore Rural Health System, Inc.

Infrastructure advancements. During 2015 partnerships expanded, data was presented and examined, and the never-ending effort to respond to requests for proposals to fund strategies continued. The following outlines these efforts.

POP Talk Speakers Series. Five truly accomplished organizational leaders accepted our invitation for partnership by agreeing to be a Power of Partnership, or POP Talk speaker at our meetings. ESHC began these POP Talks to engage other coalitions and organizations in dialogue to determine ways that we can work together to strengthen our community. No one partnership or organization can do it all. That is the bottom line. Together we can more strongly do what we do in more creative and cutting edge ways. We are gratified to call these leaders and organizations our partners.

<i>January</i>	Eastern Shore Coalition against Domestic Violence	Cristi Lawton, Executive Director
<i>April</i>	Lions Club	Beth Stevens, Yvonne Green and Karen Koulet
<i>May</i>	The Literacy Council of the Eastern Shore	Sherry Burns, Board Member, and Jenny O’Neill, Executive Director
<i>September</i>	No Limits Eastern Shore	Emma Fillebrown, Outreach Coordinator
<i>November</i>	Community Partners of the Eastern Shore And Food Bank of the Eastern Shore	Charmin Horton, Chair CPES and Director FBES; and Bobby Jo Wert, Community Development Coordinator, Accomack-Northampton Community Services Board

Tracking and Reporting Data provides a marker from which to craft our strategies. In 2015 the following data presentations were made:

<i>April</i>	New County Health Rankings	Patti Kiger, Eastern Virginia Medical School
<i>July</i>	Healthy Mothers and Children Community Health Assessment	Joani Donohoe, Eastern Shore Health Departments
	Virginia Behavioral Risk Surveillance Survey	Patti Kiger

New Grant Funding. We received two new funding sources in 2015. *The Healthy Mothers and Children Initiative* is a grant funded by the Centers for Disease Control and its national partner the WIC Association. The purpose of this effort is to address poor nutrition and lack of access to chronic disease prevention, risk reduction and management opportunities. Initiatives covered under this grant Includes adding the Business Case for Breastfeeding to our Worksite and Faith

Communities Wellness Policies efforts to encourage business owners to provide a private space for mothers who are nursing their babies to pump milk. This funding also supports continued promotion of Healthy Options Restaurants, work to increase WIC enrollment, and a Food Summit scheduled for March 2016. Thanks to the Eastern Shore Health District for their successful grant application skills in writing for this funding opportunity.

The Virginia Foundation for Healthy Youth awarded ESHC for a third renewal of the Healthy Communities Action Teams (HCAT) grant in December. This funding is vital to supporting our partnership infrastructure. This grant supports coalition infrastructure: a part-time ESHC Assistant to run the partnership; strategic planning process, including Executive Committee retreat; annual report writing, design, printing; annual meeting; organize trainings (social media); create, monitor and report social media statistics (Facebook Page, Twitter, Constant Contact, web site); POP Talks; and Youth Leadership Academy. The grant also funds obesity prevention efforts: Worksite & Faith Communities Wellness Policies and Healthy Options Restaurants. Thanks to Eastern Virginia Medical School for writing and managing this grant.

Tobacco Control Project. A new regional coordinator, **Ashley Gregory** was hired to support this Virginia Department of Health initiative in the Eastern Region. Student nurses conducted store alerts to assess tobacco advertising aimed directly at youth and they reported that our community was failing miserably – or succeeding wildly at advertising to youth. Thanks to Eastern Shore Health District for writing and managing this grant.

Sharing our Work. The Virginia Foundation for Healthy Youth accepted an abstract submitted by Patti Kiger, Eastern Virginia Medical School, on behalf of Eastern Shore Healthy Community's Walking Trail initiative. She presented the initiative at the 2015 Weight of the State conference where many partners from the Shore were in attendance.



Communications. Continued communication with ESHC partners occurs with the monthly, electronic *Coalition Update* newsletter. Thanks to Richard Dooling, our webmaster, we continue to maintain a webpage which can be found at www.eshealthycommunities.org; and thanks to Joanie Donohoe, ESHC has a *Healthy Options Restaurant* Facebook page and an *Eastern Shore Healthy Communities* Facebook page. The two will be merged into one Facebook page which will provide yet another way to stay up-to-date with ESHC happenings.

A Look Ahead to 2016

According to the ESHC Strategic Plan the following goals are on our agenda for 2016.

I. Strengthen and vitalize the partnership.

Decide on not-for profit status

The Executive Committee should finally decide on not-for-profit status as a sustainability measure.

Strategic planning

A new strategic plan will be developed this summer that includes new plans discussed at the 2015 Executive Committee retreat.

Grant funding.

Partners will continue to apply for grant funding to sustain partnership initiatives.

High profile community presence.

ESHC will continue to strengthen its brand and profile through news releases, sharing stories between organizations, social marketing.

Strengthen and increase partnerships.

Partners are urged to continue to recruit new partners, with special emphasis on prospective partners in the business and not-for-profit community services sectors. Continued POP Talks and will add to this effort.

Recruit, train and strengthen leadership.

A second Youth Leadership Academy will take place in March and April, along with an evaluation and adjustments to prepare for the third class. Long-term plans include planning the business case for an adult Leadership Academy. Funding is needed for both efforts.

II. Improve Nutrition Environment

Healthy Options Restaurants

Continue to evaluate the program with a focus on restaurant owners input, menu fidelity, and update the program with new input. Continue to communicate the program through “paid” media: print, radio and electronic advertising and “earned” efforts: news releases.

III. Increase Opportunities for Active Living

Liveable Communities

Continue to promote the Liveable Communities concept with town and county officials and share recommendations from the Walkability Study. With funding, conduct geospatial mapping of liveability measures, survey community about their perceptions of Eastern Shore liveability and report on real and perceived liveability on Virginia’s Eastern Shore.

Worksite and Faith Community Wellness Policies

Continue to promote Wellness Policies with Eastern Shore businesses, faith communities and other organizations.

IV. Expand Tobacco-Free Environments.

Assist an additional five businesses, not-for-profit organizations, faith communities, government agencies and schools to adopt tobacco-free campus policies.

V. Encourage and Support School Wellness Efforts.

Assist schools in conducting BMI data collection efforts annually. Also, support early childhood caregivers in developing policies for nutrition and physical activity.

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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A Shared Health Language

Accountable Care Communities. A collaborative, integrated, and measurable strategy that emphasizes shared responsibility for the health of the community, including health promotion and disease prevention, access to quality services, and mental health and medical care delivery. It builds on initiatives to encompass area medical and mental health providers and the public health system and community stakeholders whose work, taken together, spans the spectrum of the determinants of health. It focuses on health outcomes of the entire population of a defined geographic region, rather than silos of populations of health consumers selected by a health insurance entity or provider participant.

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.

Health Impact Assessment. A multi-disciplinary, multi-sectorial process that identifies the consequences of plans, projects, policies, or the current state of the environment. It minimizes unintended adverse health impacts and optimizes opportunity for more healthful conditions. It provides potential financial benefit by reducing overhead and individual financial expenditure. The process works towards process sustainability and requires the participation of well-trained grass-roots individuals and grass-tops organizations.

Health in All Policies. A policy-based strategy to address the complex factors that influence health and equity, also referred to as the social determinants of health, which include educational attainment, housing, transportation options, and neighborhood safety.

Inter-sectorial leaders. Leaders who come together, usually in a multi-sectorial partnership, to join missions for a better outcome that can only be created with multiple leaders. It requires *balanced motivations*, or a desire to create public value no matter where they work, combining their motivation to wield influence, have social impact, and generate wealth. Also required are

transferable skills, or a set of distinctive skills valued across sectors, such as quantitative analytics, strategic planning, and stakeholder management. Other skills include: contextual intelligence – a deep empathy of the differences within and between sectors, especially those of language, culture, and key performance indicators; *integrated networks* or a set of relationships across sectors to draw on when building teams or convening decision-makers on a particular issue; *a prepared mind* with a willingness to pursue unconventional careers that zigzag across sectors; and an *intellectual thread* that involves holistic subject matter expertise on a particular multi-sector issue by understanding it from the perspective of each sector.

Multi-sectorial partnership. A partnership that aims to achieve collaborative advantage, contribute resources in furtherance of a common vision that has clearly defined goals and objectives; achieves better policy coordination through joined-up thinking and strategies across sectors; reconceptualizes service delivery and believes that working in partnership will add value over and above the ability of organizations working separately across policy fields or sectors.

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 and social 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. Healthy communities 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 invested in 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.

Who We Are

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 Eastern Shore health and prosperity. We use a **policies, systems, and environmental change framework** and work together for **collective impact**.

The health burden in the U.S. and the Eastern Shore has shifted from infectious diseases to chronic, non-communicable diseases such as cancer, heart disease, and diabetes. These are primarily lifestyle-related diseases. That's why we say that **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.**

When we create **policies**, for example, worksite wellness policies that promote improved diet, increased physical activity, and tobacco-free air, we impact hundreds of people in multiple settings. When **system** improvements occur, like eliminating soda and introducing activity-based learning in the education system, thousands of children, adolescents and adults are affected. And when we alter **environments** to create liveable communities where roads and sidewalks safely support walkers and bicyclists, as well as automobiles, we make active living possible for all ages.

The spectrum of health care includes preventive and sick care that our doctors and hospitals provide. It also includes health education. Today, we must go further upstream, to create places where people are prompted to and supported in health behavior. This requires all sectors: businesses, planners, police, educators, clergy, government, health and medical professionals, fire and rescue personnel, educators – every sector, and people of all ages to come together in partnership to produce healthier spaces in which to live. And this is why we created Eastern Shore Healthy Communities, a multi-sector health coalition. It is a place to cast aside political boundaries, share talents, insights and resources to work together towards the vision of creating a healthier Eastern Shore.

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 movement. Your effort in this partnership might just be the tipping point to achieving the vision.

Your Investment Is the Bottom Line

Building a healthier and more prosperous community requires the involvement of everyone. Multi-sectorial decision makers – the top leaders in business, education, and government are needed to lead the partnership as inter-sectorial leaders. You have decision-making capabilities that influence a broad scope of people and the resources at your fingertips to make things happen fast. Individuals of every educational and income level are needed as ESHC partners to influence decision-makers with thoughtful analysis. You have your finger on the pulse of the community and can provide thoughtful feedback and awareness without hesitation. We must work together in an equitable manner, holding ourselves accountable to each other to build a community free of unintended consequences, and optimized for full health and economic sustainability. Join us first at one of our regular monthly partnership meetings, the second Thursday, 3:00 pm, at Eastern Shore Community College in the Work Force Development Conference Room. Then join a Work Group and make things happen.

We need you because we are all in the health business together, whether we know it now or learn it later. Decisions we make daily impact the level and distribution of health and prosperity on the Eastern Shore. Let's make those decisions together with a common vision. We need you because you, and your active engagement in creating a healthier Eastern Shore is the bottom line.

2016 Meeting Schedule

All full partnership meetings are held monthly on the second Thursday, at 3:00 pm at Eastern Shore Community College in the Work Force Development Building Conference Room.

January 14

February 11 – ANNUAL MEETING

March 10

April 14

May 12

June 9

July 14

August 11

September 8

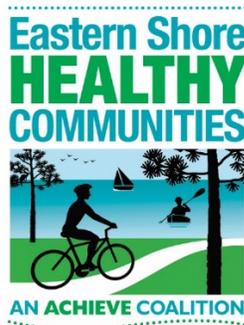
October 13

November 11

December 8

Meeting dates, times, and frequencies of Work Groups are determined by the chairs and partners. Contact the chair to determine when the next meeting is of the work group that you would like to join.

The Executive Committee Annual Retreat will occur in August and the date will be determined by polling committee members.



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