

# Health Collaborative | Meeting Notes

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Meeting date | time 10/6/2014 3:00 PM | Meeting location Danville Pittsylvania Chamber of Commerce Conference Room

Meeting called by	Annie Martinie	Attendees
Type of meeting	Exploring Group Function/ Mission/ Name of the Group	Laurie Moran, Leslie Crumpton, Brett Jackson, Bryan Price, Marcy Williams, Shannon Knight, Marsha Mendenhall, Freddie Wydner, Mark Moore, Jennie Hill, Donna Brock, Ken Gillie, Norma Brower, Stephanie, Ciji, Scott, Kelly Fitzgerald, Bill, Jason, Emily, Leslie, Carol Haynes.
Facilitator	Martha Walker, Cooperative Extension	
Note taker	Elyse Jardine	

## AGENDA TOPICS

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Topic Welcome/Introduction | Presenter Laurie Moran CCE-President

### Discussion:

Data does not tell a good story about the health of the region. The Chamber is interested in the health of the region because we work with businesses and trying to recruit new businesses to the area. When all things are equal potential employers could and do look at health statistics, and ours are not good. We are at near the bottom of the Robert Wood Johnson Foundation's health data for Virginia.

Last Meeting was February 20<sup>th</sup>, 2014

- Identified some of our key strategic issues
- 50,000 Pound Challenge (Being supportive within our sector)

### Conclusion:

How do we make sure the group is doing good work collectively? (Introduced Karl)

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Topic Welcome/ Introduction | Presenter Karl Stauber DRF- CEO & President

### Discussion:

Thank you for coming. Since the last meeting we have recruited Annie Martini to be our Senior Program Officer for Health and Wellness.

The Robert Wood Johnson Data highlights and pulls out the health challenges of the region. Personal Lifestyle is the defining issue. We need to look at the message we are sending (Smoking out in front of businesses example).

### Conclusion:

Thank you all for being here (introduced Annie)

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Topic Introduction/ Focus of first 90 days | Presenter Annie Martini, Senior Program Officer

### Discussion:

During the First 90 Days as the Senior Program Officer for Health and Wellness

- Met with many of you

- SWOC Analysis around health and wellness in the region
- Exploring ways to grow the voice of the health and wellness sector and address the recommendations

**Conclusion:**

This is your program/ something to take ownership of (Introduced Martha Walker)

*Topic Introductions/ Agenda Reflections/ Collective Impact | Facilitator Martha Walker, Cooperative Extension*

**Discussion:**

- Introductions of the group (around the table)
- Agenda Reflections (questions)
- Posters (from Feb. 20 meeting)
- Spreadsheet Inventory of Programs (from Feb. 20 meeting)
- Collective Impact→ Working together within our roles to address a common issue/ reach a common goal

Activity 1: New programming/ Things that are happening in your organization

- Gateway Health (Private Healthcare/ Insurance Company)
  - Public School System Insurance Account
  - Health and Wellness initiative
  - Reach 1100 people in the region
- YMCA Grand Opening
  - DRMC Physical Therapy Program is housed there. Hoping to create an easy transition from patient to one who is active within the YMCA upon recovery
- Community Market Blood Pressure Screenings
  - DMRC had blood pressure screening at the community market
    - Collected Stories→ Lady came in who did not know that she had high blood pressure. Once she participated in the screening and was aware of the issue, she became connected to a primary care physician to address the problem.
- Olde Dominion Agricultural Complex
  - VA Foods System Council→ Connecting Virginians to local healthy foods. Create a Food Plan for VA
  - 1<sup>st</sup> Lady's Initiative→ Supporter of Local Foods, Spoke at the Urban Food Conference
  - Started excepting SNAP and WIC funds providing better access to healthy foods to an underserved/ lower income residents
- Parks and Recreation – City of Danville
  - Health Enhancing Physical Activity (HEPA)
- Parks and Recreation – Pittsylvania County
  - Working on a project that would create small parks at each middle school
    - Walking Track, playground, picnic shelter. Making an informational presentation to Board of Supervisors tonight
- Backpack Buddies
- Annie's Position

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Topic: *What is our Goal?* | Facilitators Martha/ Annie

**Discussion:**

What is our goal? Last time it was discussed that there are some things that we cannot do a lot about. But what can and should we be doing? From the February 20<sup>th</sup> meeting a goal of *Promoting Health Lifestyles* was identified. Should there be a new goal?

Activity 2: New Action word for the Goal Statement

Connecting	Engaging	Impacting
Living	Educating	

Action: Group Consensus made for focusing on Healthy Lifestyles

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Topic: *What represents a Healthy Lifestyle?* | Facilitators Martha & Annie

**Discussion:**

What would Success look like? / What would the result be?

Positive	Quality of Life	Balance	Commitment	Benefits
Changing the Mindset	Thriving	Energized	Active	Healthier
Accountability	Breaking Tradition	Educated	Motivated	Unify (Unified)
Access	Stronger	Leaner	Informed	

**Conclusion:**

Action Step 1—Combined and expand upon these for vision and mission creation

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Topic *Mission and Function for the Collaborative* | Facilitators Martha & Annie

**Discussion:**

Ranking function statements that could be reflective of a group collaborative mission

Activity 1: Ranking Function Statements

- Regroup based on what you think is important on a 1 (not important) to 5 (very important) scale with 3 being **Neutral**.
  1. Primary function to share information 3.5/3.7
  2. **Coordinate action events and services 4**
  3. Share training, skills and team building 3
  4. Purchase as a group 2.5ish
  5. **Conduct research as a group 4ish**
  6. **Learn together 4ish**
  7. **Joint message campaign 4.5**
  8. Conduct referrals as a group 3.2

9. Establish criteria as a group 1.7
10. To make/move policy 3.7/3.8
- 11. To advocate for healthy lifestyle 4**
- 12. To build grassroots foundation for health lifestyle 4**
- 13. To develop collaborative programs 4.5**
14. Generate new programs 3.0/3.3
- 15. Support self-organizing activities 4.6**
- 16. Generate innovation in the field 4.2**
- 17. Foster support within member organizations 4.5**

**Conclusion:**

All those ranked 4 or above were identified as the main functions of the collaborative

**Topic Name for the collaborative | Facilitators Martha & Annie**

**Discussion:**

What do you want to call yourself?

Suggestions

1. Dan River Health Alliance
2. Dan River Healthy Living Alliance
3. One-Word (Action/ Acronym)
4. ?
5. Danville Can

A one-name that is action based and possible an acronym received the most votes.

*Action Step → Brainstorm Ideas (possible use the words created in earlier activities [see tables above])*

**Conclusion:**

Identified that something is happening, but they wanted a name that was more vibrant.

**Topic:** *What is important for your organization to get out of this?* | **Facilitators Martha & Annie**

**Discussion:**

- Hospital → Make the community healthier (mission fulfillment)
- Chamber → Businesses will be made profitable (save on health care costs, productivity will increase, absenteeism will decrease)
- Cooperative Extension → Economic Development as a whole for the region
- City Planning → Mission Driven; creates a community and enhances access
- Gateway → one of the few win-win-win situations. There really is not a downside
- Parks and Rec Pittsylvania Co. → A way to get community buy-in
- Avenue to implement the healthy lifestyle
- Collaboration between private, public, and nonprofit sectors

**Question**—where does this fit?

*Answer*— yet to be determined by the collaborative

**Conclusion:**

At this point, we have purpose and function, but we still need to work on a name

**Discussion:**

How will we all work together? Shake out function, structure and groundwork (i.e., what we do, what we don't do). Do we want to try and do this on our own, or would we like Technical Assistance?

*Institute for Public Health Innovation*

- Comprehensive Plan
  - Asset Mapping
  - Photo Voice exercises
  - Focus Groups
- Greater experience in more urban areas

*Active Living by Design*

- Not as comprehensive
- More experience in rural areas

*Model Communities / Projects*

Meeting participants requested to see model communities/ projects. A couple projects that were mentioned included

- Live Healthy Lynchburg <http://www.livehealthylynchburg.com/>
- Active RVA <http://www.activerva.org/>

**Conclusion:**

Mixed feelings about when to bring in TA and wanting to see model and comparable communities and programs. TA might be able to help identify those communities.

**Discussion:**

We can build the collaborative and make some progress in the region by completing a small project. One such way is with the Healthy Spaces project. Taking abandon/ unused lots in communities and creating a space that promotes a healthy behavior (i.e., playgrounds, community gardens, trails, etc.)

**Conclusion:**

Most seem receptive to this idea

**Discussion:**

- Fully define function
- Clarify goals
- Create mission and vision statements
- Identify model and comparable projects
- Think about when others should be brought in
- Think of a name for the collaborative