



## January 18, 2017 | Meeting Notes

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**Meeting Location:** Community Room—Riverview Campus (512 Bridge St.)

**Purpose** Housekeeping items, brainstorming meeting topics, and presenting the Coordinating Committee's 2017 Work plan

**Attendees:** Billy, Kenny, Annie, Traci, Tammy, Celia, Alani, Bryan, Donna, Anna, Kendall, Ashley, Monica, Anne, Andy, Danielle, Jonathan, Jason, Emily, Abby, Kelli, Debra, Gina, Edna, Ashley, Charlotte, Anjanette, Mark, Elyse

### Agenda Topics

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**Agenda Topic:** Introduction & Updates

#### Introduction & Updates

- [Winter Farmers' Market](#) in Danville, Saturdays 9-1 through March 18<sup>th</sup>
- [Soup's On](#) – Caswell Community Soup 2<sup>nd</sup> Wednesday of the month @ Caswell agricultural building (Caswell County Local Foods Council)
- Marcus Engel Presentation: Feb 16<sup>th</sup> @ 8am, 11:30am & 7pm in Averett's Blount Chapel
- [2017 HeartChase](#) May 19<sup>th</sup>
- Better Together Conference, Thursday 1/26
- Keeping Well Program Feb. 21<sup>st</sup> 11:30am to 1pm @ Ballou Recreation Center

#### Report Outs

- [Active Living Action Team](#)
  - Draft complete streets policy
- [Healthy Eating Action Team](#)
  - Farmers' Market Vendor Training March 20<sup>th</sup> and 27<sup>th</sup>
  - Youth Agriculture Entrepreneurship Program (YAEP)
    - Employment opportunity for low income youth
    - Working on crafting a food system wide funding request
- [Community Health Workers \(Access to Healthcare\)](#)
  - CHWs are now seeing clients in their respective communities
- [Cross-Cutting Action Team](#)
  - THRIVE! Challenge is a new initiative designed to improve health outcomes by reaching people where they spend time—at work, in their faith communities, at school and during out of school programs.
  - Working with committed sites to select health and wellness changes from a menu of options
  - Presenting at the Better Together Conference to engage more faith based communities

- Health Equity Report
  - Preliminary mapping underway
  - Community Health Survey has been closed
  - Conducting key informant interviews and planning focus groups

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## Agenda Topic: Announcement & Opportunities

### Opportunities

- DRF Speaker Series: Melody Warnick
  - **Health Collaborative Workshop March 16<sup>th</sup> 3-4:30pm** @ Institute for Advanced Learning and Research
    - The workshop is open to Health Collaborative members and their community partners (i.e., employees, co-workers, collaborators, neighborhood association representatives, etc.) Registration for the workshop is required. Use this form to register yourself and any guests.
    - If you would like a copy of Melody's book ([This Is Where You Belong](#)), please let us know
  - Danville Regional Foundation Lunch Speaker Event with Melody— March 16<sup>th</sup> 12noon @ Institute for Advanced Learning and Research. Registration will be open the beginning of February.
- Mission Statement Revision Committee
  - At the time it made since internally
    - But does it make since externally—Is it approachable and understandable on a broader community level?
    - Possible ideas
      - Adding a platform piece
      - Ok come back and decided that it makes sense the way it is now
  - Provide mission statement support materials from Sarah Moore, Communications and Marketing Manager @ Active Living By Design
- 2017 Health Summit Planning Committee
  - If you are interested in serving on the planning committee contact Jason Bookheimer ([bookhjl@danvilleva.gov](mailto:bookhjl@danvilleva.gov))
  - Initial stages of venue/ date selection
  - Key takeaway from 2016 Health Summit feedback
    - Full day was too long
      - THRIVE! Challenge Awards will provide an end of day transition into a more celebratory atmosphere
- 2017 DRF Summer Internship Program
  - Partnering with the Danville Regional Foundation, their 10 interns will be working on projects that support The Health Collaborative's action plan.
  - Active Living By Design will provide initial training for the interns and will remain engaged throughout the summer
  - [Possible intern projects descriptions](#) (Still accepting project and intern placement ideas)
  - [Click here more information about the DRF Internship Program](#)

- Vista Program Opportunity
  - The Center for Community Engagement and Career Competitiveness (CCECC) is partnering with The Advancement Foundation to host a cohort of Vistas
    - Working with Alexis to explore the possibility of a Vista for The Health Collaborative
      - Vistas can serve in a capacity building role, however it cannot be in direct service of a program
        - Possible ideas- Local food system network and relationship building / capacity building

### Agenda Topic: 2017 Brainstorming Exercise

#### 2017 Health Collaborative Meetings and Site Visits

- Meeting Changes for 2017
  - Meet the 3<sup>rd</sup> Wednesday of the month
    - Meetings will switch between full collaborative meetings and action team meeting
      - Full Collaborative meeting will become learning opportunities (January, March, May, July...)
      - Action Team Meetings will provide dedicated time for the action teams to convene (February, April, June...)
- Potential learning topics for full collaborative meetings
  - What is a regional food system and how do we build one?
  - Community Health Workers/ ED usage
  - Public speaking and facilitation skills
  - Population Health
  - Mental Health
  - Adverse Childhood experiences (ACEs)
  - How to use media to reach specific populations
  - Growing vegetables in small spaces
  - How to work with City & County governments to make policy changes
  - Healthy eating on a budget
  - How to show businesses the impact on their bottom line when they promote and support healthy behaviors
  - Free exercise resources
  - Legislative overview- current political atmosphere and how it impacts our work
  - Access to obesity prevention programs/ services
  - Impact of repealing ACA
  - Aging in place
  - Healthy equity
  - Health literacy
  - Funding opportunities panel (possibility of partnering with the Dan River Nonprofit Network?)
- Speakers
  - Joel Salatin
  - Steve DelGiorno
  - Dan River Basin Association
  - Jason Brown
  - Andy Boenau

- Site visits
  - Took our first group site visit in 2015 to Louisville, KY. Was the original plan to take a trip every other year. In thinking about 2017, how do we want to handle site visits?
    - Idea A: Large group site visit w/ a mix of activities to hit on most action team areas
    - Idea B: Focus on how a community made policy change and gained broader support and buy-in (invite city and county officials)
    - Idea C: Small site visits coordinated at the action team level
    - Idea D: A combination of smaller visits for specific action teams and a larger Collaborative visit
      - Support from Tim to help identify sites that look more like Danville and the region?
- Questions
  - With the Collaborative so large, what would one big group visit look like?
  - How do we make sure that we maintain alignment and focus as a whole now that the work is so action team specific/oriented?
- How you can make a difference
  - How the average person can get involved:
    - Advocacy
    - Create a speakers' bureau from HC members
    - Take advantage of what already exists
    - How to work with city and county governments

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### **Agenda Topic: Coordinating Committee Updates & Report**

## **Coordinating Committee 2017 Work Plan**

GOAL 1: Develop a policy agenda that promotes healthy eating, active living and access to healthcare within our region's communities.

- Strategy A: Work with governing bodies to create and adopt a Health for ALL resolution that includes health priorities and a short checklist of questions to ask when making policy decisions
  - Presentations will be made to governing bodies in February and March
  - Leadership Breakfast will be a workshop designed to help leaders and elected officials develop the resolutions.
- Strategy B: Create a process for informing the Coordinating Committee of policy barriers within THC and the action teams, as well as a process for how to prioritize advocacy efforts.
  - Create a form for action teams and CHWs that should be filled out and submitted to the Coordinating Committee when a policy barrier is identified. The form will include the barrier and suggested action.
  - Rather than create a policy agenda, develop white papers that outline policy related "best practices" for different audiences, including governing bodies. Develop website content to supplement these documents.
  - The Health Collaborative should be cautious in taking on too much and should select one main advocacy effort at a time as needs become clear. However, the Coordinating Committee can provide guidance and facilitation for action teams as they address smaller policy issues.

GOAL 2: Collect baseline data to support The Health Collaborative's evaluation plan and the CHNA/Health Equity Report.

- Strategy A: Support completion of the CHNA/Health Equity Report
- Strategy B: Support Elyse, Annie and others in collecting and updating data related to the action plan and the Healthiest Cities and Counties Challenge.

GOAL 3: Develop a messaging and communications plan for Health Collaborative members and for the community.

- Strategy A: The Health Collaborative will include marketing and communications support from Active Living By Design's Communications Director, Sarah Moore, in the 2017 contract in order to design and implement internal and external communications processes.
- Strategy B: Complete and launch the website in early 2017, including all THC documents and meeting agendas/minutes. Focus on full transparency on the website.
- Strategy C: Develop guidelines and training on THC messaging, so that all members describe and understand our work in the same way.
- Strategy D: Bring together an ad hoc Marketing Committee made up of marketing professionals from the community to develop a public campaign with a catchy tagline to help people understand the work of THC.
- Strategy E: Distribute a newsletter on a regular basis (quarterly or more often as needed) to help keep the community up-to-date on THC progress.
- Strategy F: Revise the mission statement.

GOAL 4: Develop a strategic plan for community engagement that fosters a culture of intentional and diverse engagement throughout The Health Collaborative and within each project of the action teams.

- Strategy A: Create a checklist that THC and action team members must complete when planning a new initiative, event, program or policy effort that asks key questions around engagement. The goal is to assure that we remain focused on our key principles of health equity, impact and feasibility and that "residents design and lead initiatives, participate in leadership opportunities and build the skills necessary to advocate on their own behalf".
- Create a Community Advisory Council to help guide the work of THC and keep us accountability to our community engagement goals.

GOAL 5: Further develop and refine The Health Collaborative's organizational structure to support efficiency, as well as promote and diversify leadership opportunities and proper engagement of members.

- Strategy A: Create an organizational chart that includes key roles and THC projects, as well as who to contact, depending on your question or needs. Distribute it to THC and post on the website.
- Strategy B: Make the following adjustments to THC schedule to help create greater efficiency:
  - Maintain THC meetings (now third Wednesday), but have every other meeting be action team meetings only and the other be full group with a speaker and activities.
  - Action Teams meet outside of THC meetings only as necessary.
  - Post schedule, including action team meetings on website calendar
  - Coordinating Committee meets every other month. One week before the full group THC meeting.
- Strategy C: Develop a reporting form that action team chairs will complete two weeks prior to the Coordinating Committee meeting. Annie will create a "docket" and send out one week prior to the CC meeting. These dockets will be available online. This will help reduce the time it takes to do action team report outs and we can have one project highlighted at each CC meeting. Content for the action team reports will be included in our newsletter. Progress reports posted on website.

- Strategy D: Each action team will have a Chair and Co-Chair position, as well as Project Chairs.
- Strategy E: Conduct a series of trainings to help members increase their confidence in leading PSE strategies, facilitating meetings and public speaking, specifically as it relates to THC work.
- Strategy F: Complete all job descriptions, by-laws and Memorandums of Understanding.
- Strategy G: Finalize orientation process and materials for new members.

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**Agenda Topic: Upcoming Meetings & Deadlines**

- Action Team Meetings – February 15<sup>th</sup> 12noon-1:30pm @ Community Room, Riverview Building
- Action Team Reports due February 22<sup>nd</sup>
- Full Health Collaborative Meeting—March 15<sup>th</sup> 12noon to 1:30pm @ Community, Room Riverview Building