



HEALTHY COMMUNITY ALLIANCE

of East Central Indiana

Healthy Community Alliance Physical Activity Workgroup Meeting

January 18, 2019

NOTES

In attendance:

Cindee Cox, Morrison Woods

Kendra Zenisek, BSU

Bill Zenisek, BSU

Ahisa Freeman, BSU Intern with Cardinal Zumba

Joanna Kernay, YWCA

Nicole Koontz, BSU, Healthy Lifestyle Center

Patia Hunt, Intern with Nicole

Larry Ottinger, Muncie Endurathing, Muncie Noon Optimists

Dawn Marie Oberly, Holy Trinity Lutheran Church

Linda Hamilton, Holy Trinity Lutheran Church

Molly Hunt, Purdue Extension

Mary Anne Pope, Delaware County Planning Commission

John Disher, IU Health

HCA Collective Impact and Workgroup Purpose- John acknowledged and thanked the first time attendees, and briefly reviewed the HCA's intent to engage Partners in influencing their audiences to make healthy choices around physical activity, nutrition and tobacco cessation. Purpose of our workgroup is to make connections, form partnerships, share best practices, and develop resources and materials to help Partners engage audiences.

Discussion- format for 2019

Connections/sharing/publishing- group agreed that this has been valuable, and that many connections have resulted to benefit Partners and ability to influence audiences, and should continue.

Developing resources for HCA Partners (in conjunction with Nutrition Workgroup) such as Healthy Weight and Active Lifestyle toolkit-

Children focus? School focus?

Nicole noted that she applied to Muncie Endurathon (an HCA Partner) and received a grant to purchase a large quantity of [Henry Gets Moving](#) - a bilingual children's book that promotes healthy lifestyle habits for children. Books will be given to 1st graders in Muncie Community Schools- and BSU students will come to classes to lead exercises, lesson plans will be developed and homework will involve parents.



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The group discussed how a handout with locations of Little Free Libraries could encourage parents and children to walk to these locations.

Also brought up was the idea of 'story trails' – parts of a book, laminated, and posted at stops along a trail- parents can walk, stop and read each part until completing the book.

Examples-<https://greenelibrary.info/story-trails/>

www.jeffersoncitymo.gov/programs_and_activities/storybook_trails.php

<http://www.believeinbooks.org/storybook-trail.html>

https://youtu.be/bTBVZBxr_Q

Molly provided some ideas for Youth Focus Publications

<https://www.choosemyplate.gov/kids-parents-educators>

<https://www.choosemyplate.gov/ten-tips>

Molly Hunt introduced the idea of targeting a publication to older adults- Seniors & adults with special needs are vulnerable to malnutrition, dehydration, chronic nutrition-related diseases, and experience weakened immune systems putting these individuals' overall health and well-being at risk.

The population of Americans age 65 or older is projected to double (98 million individuals) by the year 2060. 0% of this vastly growing adult population is known to be managing two or more chronic conditions such as heart disease, cancer, stroke, diabetes, bronchitis/emphysema, dementia. Caregivers are not only caring for the individual's daily needs, they are helping to manage the individual's chronic conditions as well. There is an emerging field of research that suggests the powerful impact nutrition has on the overall health and well-being of individuals managing these chronic conditions.

Church or sub specialty focus?

Discussion regarding forming an affinity group for churches- Holy Trinity is willing to host meetings.

Speakers bureau?

Group discussed developing a list of topics and experts from among our HCA partners who are willing to speak to other groups about engaging audiences around physical activity, nutrition and tobacco.

Conversations around Partners and grants

Group discussed ways to educate Partners regarding grants and grantwriting as a means of developing Partner projects and collaborations. Combination of showing where to find grant opportunities locally, regionally and nationally, and providing education about



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how to apply. A local grant source is Thrivent Financial (Holy Trinity funds their food giveaway from this source). Also Purdue extension offers an education program:

Beginner’s Guide to Grant Writing

Participants of the Beginner’s Guide to Grant Writing program learn how to write effective grant proposals and navigate the grant process. Both beginners and experienced grant writers learn to develop ideas into winning proposals, identify potential funders and understand the full proposal development, submission and review process.

This workshop is geared toward novice grant writers with an idea or a program in mind that will help their community. Past participants have included staff and volunteers from local governments, nonprofits and educational organizations as well as members of community groups, clubs and concerned citizens who see a need in their communities that they want to help address. (If you think HCA partners would be interesting in attending a workshop like this, please let me know and I can bring the resources to us!)


More information here: <https://www.cdext.purdue.edu/signature-programs/community-organizational-planning/beginners-guide-to-grant-writing/>

[Writing a Successful Grant Proposal](#) – this thorough, 12 page publication details the process; written by Drs. Maria Marshall, Aaron Johnson and Joan Fulton, published by Purdue Extension.

IU Health CHNA Strategy Development process- John noted that IU Health will be developing strategies to address the needs identified in the 2018 CHNA process (The Healthy Community Alliance was formed to address needs found in the 2015 CHNA) an welcomes input about any existing initiatives or opportunities that the hospital could consider aligning with its resource set.

Significant Community Health Needs

	Ball Memorial	Blackford	Jay
Drug & Substance Abuse (including Opioids and alcohol)	✓	✓	✓
Mental health status	✓	✓	✓
Obesity Issues (including diabetes)	✓	✓	✓
Social determinants of health (including housing, poverty and educational achievement)	✓	✓	✓
Smoking (overall, or among pregnant women)	✓	✓	✓
Under-supply of dentists	✓	✓	✓
Under-supply of mental health professionals	✓	✓	✓
Under-supply of primary care physicians	✓	✓	✓
Maternal and Infant Health and child wellbeing		✓	✓
Food Insecurity and Healthy Eating	✓		
Rapid growth, 65+ population		✓	





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Group sharing- what would you like other Partners to know about related to physical activity, nutrition or tobacco?

Cardinal Zumba- special session on MLK Day

Healthy Lifestyle Center will offer free audiology services starting in February

July 13 Iron Man- also pays groups to help

Adjourn- 1:03pm