

AGENDA/NOTES

Healthy Community Alliance Steering Committee

November 2, 2016

Noon

Present: Amelia Clark, Dr. George Branam, Nancy Norris, Jacey Foley, Bryan Ayars, Chad Zaucha, Kayla Stanton, Marta Moody, Heather Williams, Bev Purtlebaugh, Betty Williams. BSU grad student Mke Melton.

-Introductions: We welcomed Chad Zaucha, YMCA CEO, and new committee Member Betty Williams from Muncie Community Schools.

-HCA stickers – John passed out Healthy Community Alliance door/window stickers and encouraged partner organizations to put them on display. All Partners will receive a sticker in the mail this month.

-Partner membership update – John noted the total number of HCA partner organizations now stands at 69. He described recent recruitment presentations below as well as names of new partners.

Presentations- Hillcroft; Muncie Noon Rotary, Community Business Connections,
Yorktown Chamber, Jay County Hospital

New Partners- Hillcroft, Crossfit White River, Community and Family Services (BL Co.)
Ekeeper Systems, Indiana Trust Co., Lynd Place
Restyle Your Life with Essential Oils

-Discussion regarding a recent offer by America Multi-Sport who is proposing a focus on the Muncie Mini in 2017 with discounts for all Alliance members. Group consensus was that this could be beneficial to Alliance Partners efforts to influence opportunities for their audiences, however caution should be observed in how we define what sorts of similar opportunities could be offered to Partners, and how those offers would be communicated. Heather suggested drafting a policy that would define what sorts of Partner offers we will promote, and how that promotion will be accomplished. John Disher will put together a draft for the Committee to review.

-Update from Delaware County Wellness Professionals – Nathan Taylor was unable to attend, so Nancy Norris noted that on September 22 Muncie/Delaware County received recognition through the Wellness Council of Indiana as a community committed to life enhancing change through employer-sponsored wellbeing initiatives. To achieve this status as an Indiana Healthy Community, 15 local companies (making up at least 25% of our workforce) needed to be recognized for their employee wellness efforts.

-Tobacco Workgroup update – Jacey Foley provided numerous updates about the work of the Delaware County Tobacco Free Coalition including a Youth Summit last month focused on tobacco/menthol in the black community. Volunteers from the DCTFC are currently conducting the Indiana Youth Tobacco Survey and Youth Risk Factor Survey at local middle and high schools in Muncie. The HCA 1-800 Quit Now Toolkit for Partners is waiting on label printing, and when complete will be made available for

Partner use. To be put on the email list to receive the DCTFC newsletter, please let Jacey know.
jacey.foley@meridianhs.org

-HCA Partner Survey update- 29 Partners have participated.

29 partners have 6,849 employees;

29 partners have 150,000 clients/customers/audience members (excluding BMH/BSU)

-September 27 Partner Meeting – Blackford County, 7 partner organizations in attendance. Attendees suggested a focus on recruitment to get a larger mass of Partner organizations. Please see meeting notes posted at healthycommunityalliance.org

-September 29 Partner Meeting – Delaware County was held at Cornerstone Center for the Arts. Participants participated in a table exercise to discover mutually reinforcing activities. Please see meeting presentation and meeting notes at healthycommunityalliance.org

-Purdue Extension Change Tool Action Team Update: Kortney Zimmerman and Chelsie Jaramillo, community wellness coordinators with the Purdue Extension were unable to attend, but John Disher briefed the committee on their efforts to implement a Community Change Tool Action Plan. The duo is currently conducting a needs assessment focused on policy, systems and environment at a number of local organizations. John noted that their work is very complementary to the Alliance efforts and that Chelsea and Kortney will be working with our nutrition and physical activity work teams.

-IUH BMH Focused Change Initiative- Tricia Stanley outlined how IU Health has prioritized resources obesity prevention and tobacco cessation as part of its strategic plan for improving population health, and that IU Health Ball has incorporated its support of the Healthy Community Alliance into its strategy as well; and intends to incorporate some pilot “focused change” programs with area organizations related to tobacco and obesity.

John pointed out that several groups would begin meeting soon to start developing and implementing an action plan to support Partners in developing tactics for engaging audiences with healthy lifestyle opportunities and messaging in 2017. With the exception of the Tobacco group, John will convene all meetings. Please see chart below.

-Future Workgroup/Ad Hoc Meetings

Group	Agenda	Convene Date
Measurement and Comm.	Survey breakdown; recommendations for media partner focus in 2017	Nov.-Dec.
Tobacco	Youth Tobacco Survey, media, recruitment, advocacy	4 th Wed every month

BSU/YMCA/DCWP	Action planning for Partner engagement, media partner focus in 2017	Nov.-Dec.
Nutrition	Survey analysis, best practices for specific audiences; PE Change tool and IUHBMH focused change integration/strategy planning	Jan.
Physical Activity	Survey analysis, best practices for specific audiences; PE change tool and IUHBMH focused change integration/strategy planning	Jan.
Blackford County Recruitment	Chamber member communications; other recruitment tactics	Nov., Jan.
Media Partners	2017 media influence strategy	Jan.

-Other discussion and announcements:

Dr. Branam The U.S. National Institutes of Health (NIH) will launch a massive new study next year with the aim of documenting in unprecedented detail exactly what happens inside a body in motion. Its hope: to prove that exercise is medicine. Ball State University will be involved with through the Human Performance Laboratory. Dr. Branam shared the following article: <http://time.com/4475628/the-new-science-of-exercise/>

Bryan Ayars noted that Open Door health Services and other organizations are working with funder AEP to bring a one day broad spectrum event to underserved populations. In Evansville, a similar event brought 89 vendors together to offer services like haircuts, foot care and other free services. Work is underway to identify a suitable venue, Heartland Hall at the Fairgrounds is a potential candidate.