

Minutes
State Obesity Task Force (OTF)
January 18, 2007
Montgomery County Health Department Auditorium

Mim Gaines welcomed the members to the meeting.

Dr. Williamson provided opening comments. The following is a summary of his comments.

Dr. Williamson thanked the group for staying engaged and for the dedication shown to continue to work together to implement the plan. He gave the OTF credit for changing some of the cultural norms of the state through the steps we made with the state plan, the involvement with the Department of Education's school task force, and our members involvement with the Legislative Task Force on Obesity. He voiced that each of these were major accomplishments. He stated the work completed with the schools was impressive and felt there was great promise in biometric monitoring of schoolchildren with positive and clear feedback to parents. He stated that the work of the Legislative Task Force provided Alabama's lawmakers with the documentation needed to recognize obesity as a health problem, not just as a cosmetic issue. This shift in focus could ultimately drive funding decisions and policy interventions.

Dr. Williamson acknowledged that AL had dropped in the ranking of obese states, but quickly added that a slight shift could put AL back closer to the top of the list again.

His specific remarks concerning the state plan were that it contains recommendations, strategies, and activities encouraging interventions to promote healthy eating and physical activity as approaches for Alabamians to reach and maintain a healthy weight. However, it does not have a vision or mission statement clearly defined.

Dr. Williamson suggested a vision of:

Healthy eating and active living are easy and natural choices for Alabamians.

A possible mission statement could be:

The Alabama Obesity Task Force will provide an ongoing forum and point of coordination for organizations, agencies, and individuals to assure necessary education and environmental changes occur and are sustained over time so that healthy eating and active living become easy and natural choices for Alabamians.

The overall goal as:

The OBT will collaborate to provide state leadership for achieving optimal health through optimal nutrition and physical activity for everyone in Alabama.

The challenge he voiced was that this would not be easy, even though that is the long-term vision. As we become the focal point for information and intervention, we must strive to make the new OBT vision affordable, accessible, and culturally appropriate. He sees the OBT moving from a group that wrote a plan to become clearinghouse and/ or focal point for the numerous activities around the state; to be a true collaborative, becoming a place to vet ideas, to promote activities to others, and to help others develop specific activities for population groups based on the current evidence. He cautioned the group that implied in this vision is the personal responsibility aspect for our citizens to take as a result when appropriate choices are available, affordable, and meet the needs of the entire diverse population in AL. He stated these factors could make selecting healthy choices become the social norm and the expected choice instead of choices that are tolerated or thought of as odd. He stressed that personal responsibility depends on choices that are

- Appropriate – The choices offered are based on culture, age, expendable income, and physical abilities
- Available/accessible – That the choices are in the community, not in just one location in the state. This implies that local, county, and state governmental and business support the needs. Examples included sidewalks, bike lanes, well-lighted streets, and safe- to- walk- connected neighborhoods. Grocery stores will have selections of healthy foods at reasonable prices; restaurants would provide appropriate serving sizes and offer healthy foods, even on kids' meals. Businesses would support worksite wellness opportunities, policies, and provide incentives to become and stay healthy.
- Affordable- Includes having different options, of equal quality, that would be available.
- Diversity of population- He stated most people think of age, sex, race, and culture issues, but we need to consider body size, physical abilities, and even taste buds when we plan for health.

He concluded his presentation with words of appreciation to the Task Force for the progress made, and challenged us to continue. Dr. Williamson stayed to answer questions from the group.

Frances Kennamer, director, Bureau of Professional and Support Services, provided guidance in next steps to be taken by the OTF, encouraging us to strive to continue our working together as we solidify into a collaboration, and not just a "task force" or group of interested persons working together. Her comments provided examples of how the group was already stepping forward while working in separate fields, yet working closely together.

Rosemary Blackmon, of the Hospital Association provided the history of how her work with the OTF encouraged the development of the statewide weight awareness program. "Scale Back Alabama" is an eight-week, weight-loss program that began with an official, statewide weigh in on Jan. 22 and will end with a similar weigh in on March 19. It is designed to help people lose weight and to do so in a healthy manner, by eating sensibly and getting exercise. The competition involves teams of three to five people who are competing to see who can lose the most weight on a percentage basis. On M April 2, 2007, the members of the winning, statewide team will receive \$1,000 per person, compliments of Barber's Milk.

General Comments

Mim provided a progress report on the efforts of a workshop for Task Force members on motivational interviewing with Bruce Berger as requested at the last OTF meeting. Speaker costs and materials are projected at \$7,000. Katherine Herdon, from Pfizer, provided information on applying for an educational scholarship to cover the costs. The Pfizer grant requirements would change the concept from a four to six hour hands-on workshop to a two hour satellite broadcast. The emphasis of working with obese patients would change to an emphasis of drug adherence and tobacco cessation. After weighing the pro's and con's the group voted to proceed with a two-hour satellite program, asking Dr. Berger to stay in the studio for an additional hour after the program for more interaction time with Task Force members. The consensus was the motivational interviewing skills used to get someone to stop smoking would be similar to those needed in talking to someone about eating better and increasing physical activity; the techniques used to get someone to take their meds would be similar to those adherence issues related to staying with a physical activity program. Therefore, Mim will

ask for help from the health care sub- committee in completing the Pfizer application form.

Information concerning the May 2007 obesity conference, to be held at the University of AL, was provided. Participating in poster sessions was encouraged. Dr. Jack Hataway can provide additional information on this conference.

Summaries of the committee reports follows:

Data-

Kathryn Chapman provided information on the successful work with the ADPH dental screening program in obtaining heights and weight from 3rd grade students; the pilot program the subcommittee is working on with the River Region Steps program in developing a computer based data program for teachers; and plans for presentations at upcoming conferences.

Community, Nutrition, and Physical Activity-

Cyndy Henderson and Ruth Wilson have stepped up to be the co-chairs of this committee. Cyndy provided an overview of past accomplishments and possible future directions.

Health Care (Medical providers) -

Helen Wilson reported on the subcommittee's involvement with three, very successful conferences that provided CEU's to medical staff.

Youth and Family-

Lauren Kilcrease and Heidi Hataway provided each member present with a CD containing the One Step at a Time graphics, posters to use, and a cover letter requesting information on when the graphics are used. (Twelve extra CD's are available, if you were not present and would like a copy email Mim.)

After the reports, members present were encouraged to select a subcommittee to participate in for this year. The subcommittees met to develop the annual plans keeping in mind the state plan goals and the directions provided from Dr. Williamson and Ms. Kennamer.

The following are the minutes from each subcommittee:

Data- Kathy Chapman (kchapman@adph.state.al.us)

We have a new member on our committee, Sue Bunnell from Trinity Medical Center in Birmingham. Her knowledge will be very beneficial in the software development for the River Region project headed by Carroll Nason. There were not enough actual teachers in December to have a good test take place.

The ADPH Dental screening project anticipates being completed by mid-February.

The next subcommittee meeting will be in Birmingham after ADPH dental screening is completed and data available. (March possibly) We are still hoping to present at the obesity conference in Tuscaloosa in May.

Community, Nutrition, and PA- Cyndy Henderson at (Healthy Child Care Alabama, 256-239-8842 Chenderson@adph.state.al.us)

<p>Review of charge from Dr. Williams: Healthy Living in Alabama –How Affordable, Available, and Culturally Acceptable</p>	<p>Discussion of past discussions and outcomes. Plans were made to begin to engage various groups through out the state and begin to develop partnerships.</p> <p>Several members volunteered to contact specific groups to determine their possible involvement, materials already available, activities planned, and the location of facilities available.</p>	<ol style="list-style-type: none"> 1. Faith Based Community – Gwendolyn Lipscomb 2. DHR – Johnnie Melton 3. Cooperative Extension – Metara Austin 4. Sporting Events – Marc Riker 5. Agriculture – Teresa Smiley 6. State Municipalities meeting in April – Gwendolyn Lipscomb to draft a letter to request a booth at the conference in Huntsville. Committee Chairs will review, sign and send in. 7. All members were to review other possible groups and report back at March meeting
<p>Posters</p>	<p>Discussion of responsibilities</p>	<p>Each member was encouraged to distribute and give a report at the March OTF meeting</p>

Health Care (medical providers) - Helen Wilson (lwilson838@aol.com)

Kyle King-Reynold, Dr.Ed, MS volunteered to be co-chair. A discussion was around reimbursement educational issues.

One goal will be to complete the guidebook for the pediatric providers. The committee has reviewed it once. Concern was expressed with providers not having the time to read it. Dr. Habiba Shaw has worked on the manual and defined it into 12 areas. She volunteered to take a better look. The committee is waiting to receive examples from other states that Mim has contacted.

The committee will assist in planning for the teleconference program as described above.

Youth and Family- Lauren Kilcrease (lkilcrease@troybabydoc.com)

Heidi Hataway, Co-Chair, reviewed the goals of the Youth & Family Subcommittee. Community interventions presently in place are accomplishing Goal #1 and the new media CD's were an attempt to accomplish Goal #2. After further discussion of the new media CD's, we decided to change the wording on the posters to an easier reading format. The changes we discussed were:

- Instead of “modeling positive behaviors”, we will use the term “role model”
- Instead of “exercise”, we will use the term “physical activity”
- Instead of “society”, we will use the term “community”

After the graphics are changed and the subcommittee is satisfied, we discussed possibly having a media kick-off for the campaign. Lauren Kilcrease, Co-chair, agreed to update the member list for the Y & F subcommittee and send it via email to the members. We agreed that we would like to continue to have conference calls instead of in-person meetings. Gail Mask stated that she had just received approval from her office to cover the expense of the conference calls for another year. The date and time of a possible February conference call will be provided to members.

The committees adjourned at noon.

The next full Obesity Task Force Meetings:

March 21, 2007, third Wednesday of the month, 10 a.m. – 12 noon, at the Alabama Power Company WaterCourse Building in Clanton. This meeting is for the whole task force to hear the updates being made with state level interventions. Time allotted at the end of the meeting will be for brief committee meetings.

June 20, 2007, third Wednesday of the month, 10 a.m. – 12 noon, at the Alabama Power Company WaterCourse Building in Clanton

This meeting will be for committee meetings, with time provided at the end of the meeting to hear from each group.

September 19, 2007, third Wednesday of the month, 10 a.m. – 12 noon, at the Alabama Power Company WaterCourse Building in Clanton (tentative location)

This meeting is for the Task Force to hear updates being accomplished at the local level. Time will be allotted at the end of the meeting for brief committee meetings.

December 19, 2007, third Wednesday of the month, 10 a.m. – 12 noon, at the Alabama Power Company WaterCourse Building in Clanton (tentative location)

This meeting will be for committee meetings, with time provided at the end of the meeting to hear from each group.