

Obesity Task Force Meeting Minutes
May 14, 2013
AL Power Company Office
Clanton, AL



Alabama Obesity Task Force (AL OTF)

Mission Statement:

“Working toward prevention and reduction of obesity for a healthier Alabama”

Purpose (Branding) Statement:

“The State Obesity Task Force works to address overweight and obesity issues through advocacy, policies, environmental changes, and programs that support healthy lifestyle changes.”

Mim Gaines opened the meeting, explaining that Michael Jackson, Chair, had a previous appointment, but would be joining the meeting soon. Mim described the power point developed for use by any OTF member to introduce the Weight of the Nation materials. The power point is on the OTF web site, (“<http://www.adph.org/obesity/Default.asp?id=1988#ppt>”) on the resource page. The weight of the Nation materials are found at “<http://theweightofthenation.hbo.com/>”

The Board selected three health messages from those submitted at the last OTF meeting. These messages will be the beginning of the OTF marketing plan. The marketing plan will utilize and build on the *Make a Good Choice* logo. The three messages selected are: Rethink Your Drink, Get Moving Alabama, and Make a Great Plate. These messages will be able to have several sub messages. Blue Cross Blue Shield and ADPH marketing teams will meet as the next step in developing a marketing plan.

CDC’s 2015 Winnable Battles were reviewed. The goals that will have an impact on the OTF are in the Nutrition, Physical Activity, Obesity, and Food Safety section. CDC has added the goal to reduce childhood obesity and increase breast feeding rates for 2015 data. For more information go to: “<http://www.cdc.gov/winnablebattles/>”

Jonathan Edwards, Program Manager from ADPH, provided an overview of the Chronic Disease Self Management Program. This is a 6 week course, led by trained lay leaders, used to teach decision making skills to the participants. Jonathan provided a mock class setting and OTF members worked through a goal setting exercise. The program is implemented in a variety of settings, including hospitals, senior centers, community centers, churches, wellness sites, etc. To implement the course, leaders participate in a training course (two days). No cost to the participant is included, but the hosting site pays a set up cost of purchasing work books. To learn more about implementing the course contact Jonathan at jonathan.edwards@adph.state.al.us or 334-206-5605.

Membership announcements included the following:

The Alabama Every Woman Southeast (EWSE) is conducting a survey of women 18 years and older. Questions will address barriers that women face in accessing health care services, the services and screenings for women, and how to better reach women with health messages. For more information contact Jessica Hardy at jessica.hardy@adph.state.al.us

EAT South has a challenge for citizens to improve their health and community by eating more locally produced food and preparing that food in healthy ways. For more information on implementing this challenge or marketing the message contact Edwin Marty at edwin@eatsouth.com

The Food Policy Council is planning a food summit for September 2013. The theme will focus on food and social justice. For more information go to www.Bhamfpc.org

A free public health training is Friday, June 7, at Vulcan Park. RN, SW, and RD CEU hours will be provided. There is no charge, but pre registration is required. For more information and to register for the meeting go to “<http://www.alphtc.org/>” For a copy of the brochure go to “<http://www.alphtc.org/sites/default/files/images/June%20Pubic%20Health%20Nutrition%20Cofference%20Brochure.pdf>”

The annual National Walk at Lunch Day was successful this year with over 1,000 walkers participating. The walk was held at Glenn Park in Birmingham and was sponsored by Blue Cross Blue Shield and Regions Bank.

Grow Alabama is a home delivery service for fresh Alabama produce. For produce and delivery information go to <http://www.growalabama.com/> Ten percent of the profits go to designated churches, schools, and organizations, such as the Greater Birmingham Ministry.

OTF members were invited to join the River Region conference call on Thursday, May 16, 2013. If you are interested in future calls, please contact Sarah at sbyard@carpdc.com

American Heart Annual Heart Walks are from June through October across the state – Birmingham (June 22), Mobile (Sept 21), and Gadsden (Oct 19). For more information go to Heartwalk.org

The Northeast Food Policy Council is assisting to collect data for the Hunger in America Study (<https://www.hungerinamerica2014.org/SitePages/Home.aspx>) . If you have any time to volunteer, please contact Julia Hines at 256-382-0296

The Cullman Farmer’s Market has events lined up on various Saturdays this summer. On Saturday, August 24, 2013, is the Cullman Festival to Celebrate Local Foods. <http://www.cullmancity.org/FesthalleMarketPlatz.htm>

Diabetes materials are available for your use at Countryside Diabetes' face book page under photos. For more information go to <https://www.facebook.com/pages/Countryside-Diabetes/250572551717498>

The introductions of newly elected Board members followed. Michael announced the new Board:

ACTIVE BOARD AFTER MAY MEETING

Sheena Q. Gregg- Chair, term ends 2014

Kathe Briggs, Co chair, term ends 2015

Michael Jackson, Past chair, term ends 2014

Committees:

- Advocacy -Debbie Morrison, Chair, term ends 2014; Melanie Bridgeforth, Co chair, term will end 2015
- Community- Kathy Shuleva, Chair, term ends 2014; Gina Mabrey, Co chair, term will end 2015
- Communications- Verna Gates, Chair, term ends 2014; Jane Henry, Co chair, term will end 2015
- Data- Linda Knol, Chair, term ends 2014; Richard "silent" co chair,
- Health Care Provider – Heather Whitley, Chair, term ends 2014: Co chair vacant
- Membership- Michael Jackson, Chair, term ends 2014 (Secretary to assist)
- Student Involvement- Jessica Lauren Newby, Chair, term ends 2014; John Jackson, Co chair, term will end 2015
- Food Systems –Jennifer Ropa, Chair, term ends 2014; Alice Evans, Co chair, term will end 2015
- Action for Healthy Kids- Mary Martin Nordness, Chair, term ends 2014; Penny Edwards, Co chair, term will end 2015

Michael turned the meeting over to the incoming chair, Sheena Gregg. The message from our new chair included: A) 2013-2014 Goals and B) Board restructuring need.

A) Sheena's goals for the 2013-2014 term are:

- 1) More visibility for the OTF, including more active twitter and Facebook accounts.
- 2) Increase representation from areas in the state lacking membership which will include surveying members for meeting location preferences and use of web casts for meetings

B) With the recent retirement notice from Mim Gaines, effective Sept 30, 2013, the need to add a Secretary to the Board was discussed. Sheena presented the 2 year job description and asked for members to consider volunteering or encouraging someone to volunteer. The responsibilities are outlined in an attachment on the front page of the web site.

Committee Chair provided brief updates and action directions for the upcoming year.

- Action for Healthy Kids- Mary martin explained the need to postpone the June conference to October. She requested one name from each committee be submitted to be on the conference planning committee. Topic discussions were planned for the work session time.

- Advocacy – Position statements to support the marketing messages will be developed this year.
- Communication- Chair, Verna Gates was out of the county on assignment.
- Community- The wellness guide dissemination and assisting/recommending completing community assessments will be the goals.
- Data, Research, & Evaluation- Chair, Linda Knol had work conflict and was unable to attend.
- Food Systems- Identifying policies and addressing those state policies dealing with local food distribution and use were the goals.
- Health Care Provider- Completing the Medicaid recommendation paper and identifying a co chair are goals.
- Membership- Continuing to reach new members
- Student Involvement- Chair, Jessica Lauren Newby, had work conflict and was unable to attend.

At this time during the meeting, members self selected into committee work groups. At the end of the work time, committee chair provided summaries. The summaries are:

Action for Healthy Kids- The committee would like to provide updated health materials concerning children on the OTF page. The committee discussed summit needs and speakers. The committee members did not select a name for the summit but did agree not to include “obesity” in the title. Committee members will be working via e-mail to continue. If interested contact Mary Martin Nordness at MmNordness@sedairy.org

Advocacy- Debbie Morrison clarified the process of developing the position statements would first identify the research to support the statement. A timeline will be developed. The first position statement will address sugar sweetened beverages. The second will address activities for children, including modifications for disabilities.

Community- Kathy Shevela stated that Debbie LaCruz from Jefferson County YMCA will be the Community Committee member to work with the October 29, 2013, Summit Committee. The community group worked with the Health Care Providers in addressing the Medicaid recommendation paper.

Food Systems- Jennifer Ropa reported ideas of addressing food legislation issues were discussed. Ideas included legislation to encourage a certain percentage of Alabama produce be the target for purchase in Alabama. Ways to assist the farmer will be explored.

Health Care Provider- The committee discussed the draft Medicaid paper; discussions will continue via email and homework assignments were given. To be a part of this on going

discussion, please contact Heather Whitley at whitlh@auburn.edu or Kathe Briggs at Kathy.briggs@eamc.org

With no other business, Chair Sheena Gregg adjourned the meeting. The next OTF meeting will be August 21, 2013, at the Alabama Power Company office in Clanton, AL.