

Obesity Task Force Meeting Minutes
MAY 22nd, 2014
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.”

Sheena Gregg, Chair, welcomed the group, followed by member introductions and chair comments. Announcements and recognitions included The Ira L. Myers Award for Excellence in Public Health to the Alabama Obesity Task Force and Linda Knol, PhD, RD,LD for her work analyzing data to provide the first trend data for childhood obesity in Alabama. Linda Knol and Sherry Goode of the Oral Health Branch accepted the award on behalf of the task force and were personally recognized at the award ceremony on April 9th. Additional task force members recognized include Dianne Lollar, MPH, RD,LD for the Frederick S. Wolf Award given to an individual who has been active in public health at the local level and who has demonstrated efficiency, dedication, and professionalism in the delivery of public health services. Updates from the Membership Survey were also shared including 43% of responses indicating that topics presented at quarterly meeting helpful and 52% of responses indicating that they have not attended any recent task force meetings. Topics of highest interest included community interventions, worksite wellness, grant writing, and schools. 61% of responses indicated that a rotation of quarterly meeting locations across the state would be preferred to capture more members in various parts of Alabama. Benefits of the task force include the opportunity to network, hearing initiatives in other parts of the state, and working together for common goals. The least beneficial aspects of the OTF included logistics for getting there, difficulty taking off work to attend, and not adequate time for committee work. 64% of respondents indicated that they would be willing to engage in web-based meetings but are concerned that the networking aspect would be taken away. 43% of respondents indicated being a member of the task force for 3+ years.

Mary Mullins with the Live Better Mobile organization presented on the LBM initiatives. This organization was an initiative of Mobile United with the first creation of a Healthy Mobile Task Force in November 2011 recognizing that the issues of prevalence for Mobile

County include teen pregnancy, tobacco use, and obesity. It was Re-branded to Live Better Mobile in December 2012 with the initiative launched publicly in April 2013. Obesity related goals for LBM include: by April 2016, all adults and children engaged in obesity prevention programs will have a BMI equal to the national standard. Efforts include only finding pockets of data, more known in the Mobile area about adult obesity than child obesity, and the multiple number of agencies working on obesity but needing to increase the collective and collaborative effort. For the issue of obesity, LBM decided to rally around ONE key thing, the ADPH Obesity Task Force and the ReThink Your Drink statewide campaign. Timeline for LBM with RTYD included a November-Dec meeting to prepare, gather materials and plan, January meeting to gather obesity partners and present to rally around one issue, February held news conferences with partners to announce launch and distribute materials, February-September goals for LBM and partners to follow the OTF marketing plan on the ADPH OTF website. Media coverage from February included local affiliates of NBC, CBS, Fox, the Mobile Register, Al.com, and MAWSS Water Quality Report.

Linda Knol, Data and Evaluation Committee chair reported on the Childhood Obesity Statistics from the dental data collection including differences in rates between Kindergarteners and 3rd graders within each dental district.

Sheena Gregg provided outgoing statements as chair and introduced Kathe Briggs as chair of the task force for the 2014-2015 year. Kathe Briggs then introduced the new committee chairs for the upcoming year as well as goal statement.

Committee Chairs, 2014-2015:

Advocacy: Melanie Bridgeforth- Chair, Debbie Morrison- Co-Chair

Community: Gina Mabrey- Chair, Hank Williford- Co-Chair

Communications: Nicole Wyatt- Chair, Ashley Vice- Co-Chair

Data: Linda Knol – Chair, Eboni Bryant – Co-Chair

Healthcare Provider: Tim King- Chair, Alethea Hill- Co-Chair

Membership: Michael Jackson- Chair, Sheena Gregg- Co-Chair

Student Engagement: Jason Casey- Chair, Susannah Taylor- Co-Chair

Food Systems: Alice Evans- Chair, Jerry Spencer- Co-Chair

Action for Healthy Kids: Penny Edwards- Chair, Amber Adams- Co-Chair

During the committee work session, each committee was charged to work on ideas for launching the Get Moving message campaign as well as minigrant ideas if funding is provided to the AOTF.

Committee Work Sessions were focused on ideas for use of mini-grants if provided by OTF/ADPH for obesity prevention efforts with current/future campaigns. Ideas included programs such as Exercise is Medicine prescription plan, purchase of toolkits and materials for ReThink Your Drink and Get Moving Alabama, financing for community exercise programs to be held in local parks, and media coverage.

Meeting was adjourned at 12:04 p.m. with announcement that the next quarterly meeting would be in August in Birmingham with specific location TBD.