

Community Engagement Subcommittee Minutes – May 3, 2012

Attendees: Kathy Kraft, Gregory Beatty, Kathy Burley, Carole Boniface, Susan Kelly, Russ Moy, Kelly Lepley, Gail Sauer, Martha Valentine, Bari Klein, Laura McIntosh, Whitney Lang, Robin Stokes-Smith, Rebecca Hartwig, Rob Bailey

The Bigger, Global Picture related to Healthy Designations

The following are categories that can be used in the development of the designation criteria for each of the major influencers (*schools, businesses, child care centers*):

- Physical Activity
- Nutrition
- Environmental Health
- Cleanliness (health inspection)
- Safety
- Keeping it local
- Developing partnerships in the community
- Community service
- Innovation and creativity
- Presence of wellness program/incentive
 - Percent of participation
 - Evaluating results
- Mental health
- Stress
- Quality of interpersonal relationships

The following are our goals and why we are undertaking this work. We want to:

- Create a healthier and happier community.
- Increase awareness and education about the importance of healthy lifestyles.
- Take the opportunity to have a positive impact on the community (this initiative builds a sense of community).
- Build good public relations.
- Become a valued resource for and in the community.
- Ultimately improve and create a healthy workforce (long-term).
- Decrease mortality rates associated with lifestyle related diseases.
- Generate enthusiasm and excitement.
- Brand our work.

The following are considered to be benefits of designation or “*why would they want to take the time and energy to become designated?*”(schools, businesses, child care centers)

- Demonstrate to their employees that they are a key priority – their health matters.
- Improve attendance, morale, teamwork, and the workplace environment.

- Decrease absenteeism.
- Change the culture, norms and expectations.
- Raise awareness about the importance of healthy lifestyles.
- Decrease insurance costs.
- Increase attentiveness, productivity, and quality of performance.
- Create better health for future generations.
- Provide opportunities for healthy competition, incentives, and pride.
- Opportunity to impact community on a large scale and play a role in positive change.

Moving to the Specifics of Designation – Goals and Benefits

Child care centers

Goals:

- Increase awareness and provide education to child care providers, parents, and children about the importance of good nutrition and recommended physical activity levels.
- Provide guidelines designed to assist child care centers in enhancing nutritional standards and providing opportunities for increased physical activity levels.
- Provide opportunities for public recognition through attainment of a Healthy Child Care Center Designation.
- Provide training to child care center providers to assist them in attainment of the Healthy Child Care Center Designation criteria (*professionally recognized training with continuing education credits*).
- Provide an on-going support structure that assists child care centers in maintaining the Healthy Child Care Center Designation.
- Enable child care centers to play a key leadership role in establishing health and wellness as a key community priority.

Benefits:

- An increase in fruit and vegetable consumption and increased physical activity levels for children enrolled in the child care center.
- A decrease in the amount of sugar and sweetened beverages consumed by children on a daily basis.
- The opportunity to be viewed as a preferred child care center in the community.
- Public recognition through attainment of a Healthy Child Care Center Designation.
- A professional staff that is trained and knowledgeable about good nutrition and recommended physical activity levels for children.
- An environment that promotes happy, healthy kids and staff.
- Being viewed as leader in the community for healthier child care centers.

Businesses

Goals:

- Develop a health and wellness program for employees with a focus on enhancing nutritional habits and increasing physical activity levels.
- Create a culture of wellness that promotes good nutrition and provides opportunities for physical activity during the work day.
- Create a work environment that results in decreases in absenteeism, injury, and chronic disease.

- Provide opportunities for public recognition through attainment of a Healthy Business Designation.
- Enable businesses to play a key leadership role in establishing health and wellness as a key community priority.

Benefits:

- Create a healthier work environment that leads to increased worker productivity, decreased absenteeism, and higher employee retention levels.
- The opportunity to be viewed as a preferred business for employment in the community
- Decreased health insurance premiums as the result of a healthier workforce.
- Public recognition through attainment of a Healthy Business Designation.
- Being viewed as a leader in the community for a healthier workplace.

Schools

Goals:

- Create a healthier learning environment with students ready to learn.
- Increase the consumption of fruits and vegetables during the school day for all students.
- Increase physical activity levels during the school day for all students.
- Maximize participation in physical activities through healthy team competition.
- Develop innovative and creative approaches to integrate messages about the importance of good nutrition and physical activity levels into school day learning experiences.
- Create more opportunities for all students to become engaged.
- Develop a wellness program for students (*similar to the Patriot program*).

Benefits:

- Healthy, self-confident kids that are ready to learn.
- Improved test scores.
- Engaged parents and family.
- Knowledge about the importance of good nutrition and physical activity developed and reinforced throughout the elementary, middle, and high school years that result in life long, healthy habits.
- Public recognition through attainment of a Healthy School Designation.
- A school unified around a common goal for a healthier, happier student life.

Other

Some other goals that will be part of the recommendations:

- Develop criteria for healthy designation levels at the bronze, silver, and gold levels for each influencer. Healthy designations will be for a one year period.
- Recognition will be given for all efforts that move the organization to a higher level based on the designation criteria.
- Include an innovation award in addition to the bronze, silver, and gold level recognitions.
- Facilitate a session(s) with interested and motivated child care providers to develop criteria for the Healthy Child Care Center Designation.
- Facilitate a session(s) with interested and motivated business health and wellness program coordinators to develop criteria for the Healthy Business Designation.
- Facilitate a session(s) with interested and motivated teachers representing elementary, middle, and high schools to develop criteria for the Healthy Schools Designation.

- Healthy designations will be for a one year period.
- Ensure all recommendations are measurable and sustainable.

Community Campaign (notes)

- Consider a theme around the concept of a “community continuum of health”, “throughout the years”, etc. – child care center to schools to businesses to senior years. All promoting the same theme; unified.

Homework

- Please bring your thoughts related to “public recognition” with respect to each of the Healthy Designations. What could we do? Who should be involved?
- While we will not be developing the criteria for the designations, please give some thought to examples of bronze, silver, and gold level recognitions for each of the influencers. This will enable us to include some examples in our recommendations and action plan.

Future Community Engagement Subcommittee Agendas (each number represents a meeting):

1. Finalize recommendations around healthy designations; make recommendations for Health Providers
2. Identify strategic partnerships that link influencers with nutrition/physical activity opportunities i.e. Joint Use Agreements with schools to enable public access to recreational facilities or Community Supported Agriculture (CSA) partnerships with businesses to enable enhanced access to healthy foods (*we will need to give some thought to how we can accomplish these types of partnerships, who needs to be involved, etc.*)
3. Community campaign and education
4. Pulling it all together – our final report and recommendations