



Barren River Initiative to Get Healthy Together

Minutes for Meeting 28

January 13, 2015

11:30am - 1:30pm

Members and Visitors Present

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| Debra Benton | Leadership Strategies Group |
| Dana Bibb | Community Action of Southern Kentucky, Child Svcs. |
| Debbie Cain | Warren County Health Dept. |
| Steve Caven | Hart County School System |
| Miranda Clements | City-County Planning Comm. & Greenways Commission |
| Jenny Calloway | Community Action of Southern Kentucky |
| Claudia Crump | Russellville City School System |
| Julia Davidson | Barren River District Health Department |
| Korana Durham | Barren River District Health Department |
| Erica Echols | Community Action of Southern Kentucky |
| Sandy England | Monroe County School System |
| Kim Flora | Barren River District Health Department |
| Jill Ford | Monroe County Health Department |
| Karen Furgal | Parent, Warren County Schools (And WKU) |
| Jennifer Golden | Medical Center at Bowling Green |
| Leeann Hennion | Hart County Health Department |
| Lisa Houchin | Barren River District Health Department |
| Amanda Howard | Medical Center at Scottsville |
| Michelle Howell | Western Kentucky University |
| Matt Hunt | WKU Institute for Rural Health Development & Research |
| Kristi Irvin | Metcalf County Health Department |

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| Chris Keyser | Fairview Community Health Center |
| Rodney Kirtley | Barren River Area Development District |
| John Lillybridge | Fairview Community Health Center |
| Kelly Lyne | Logan County Health Department |
| Jason Marshall | Leadership Strategies Group |
| Emily Martin | Commonwealth Regional Specialty Hospital |
| Lana McChesney | Barren River District Health Department |
| Marie Noall | Medical Center at BG, Community & Worksite Wellness |
| Rita Powell | Barren County School System (school health nurse) |
| Sharli Rogers | Wellcare |
| Annette Runyon | Medical Center at Franklin |
| Elizabeth Smith | Community Action of Southern Kentucky |
| Doris Thomas | Commonwealth Health Corporation |
| Kathy Thweatt | Barren River District Health Department |
| Betsy Ann Tracy | Hart Co. Cooperative Extension Service |
| Cecilia Watkins | Western Kentucky University |
| James Watson | Community Action of Southern KY |
| Elizabeth Westbrook | Kentucky Cancer Program |
| Grecia Wilson | Warren County School System |
| Brittany Young | Passport Health Plan |

Meeting Facilitators

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| Beth Siddens | Sri Seshadri |
| Haley Siler | Mallory Callahan |

Welcome and introductions

Haley Siler opened the meeting by welcoming everyone, and asking that new attendees introduce themselves.

Update from Marketing & Sustainability Committee

Jason Marshall, the committee chair, reminded members that the committee had developed the new council name, the BRIGHT Coalition, as part of a re-branding effort for raising the community profile of our work and recommendations to peer organizations. He drew attention to the new logo on the meeting agenda, and said that the logo would be made available to members for their use.

Jason provided an update on committee work to develop specifications for the new BRIGHT website. The committee is seeking expert opinions and ideas, and welcomes input from all BRIGHT members.

Update from Survey Committee

Haley Siler reported that 546 people had responded to Community Survey 2 to date, which was only 2% of the goal of over 28,000 surveys. The committee had set a goal of hearing from 10% of the BRADD population, and reminded members that the first county to reach their county goal would receive the \$1,000 reward. This reward is being provided by Western Kentucky University's College of Health and Human Services for use in a county-level intervention to address one of our Five Priority Health Issues.

Haley asked that BRIGHT members step up their efforts to distribute the survey through email or paper versions. So far 84% of respondents had been female, which is typical for a survey about health issues and healthcare access. She suggested that distribution through workplaces was one way to help with survey dissemination. County Assessment Teams were asked to review the survey response report, and brainstorm ways to help achieve our goal.

Stakeholder Workgroup

Beth Siddens asked that members and visitors reorganize by Stakeholder Workgroup and work on developing action plans that follow through from the work completed since October. These work plans would be organized by Priority Health Issue, with the planned efforts and objectives of all stakeholder workgroups combined for maximum collaboration.

Beth asked the Healthcare Stakeholders to complete worksheets on action plans resulting from their previous work on the priority issue "Too few healthcare providers will accept patients with Medicaid" and their work on insufficient community capacity of OB-GYNs and Pediatricians.

Report Out – from Stakeholder Workgroups

1. Healthcare Stakeholders – They will develop an action plan for submission of updated HPSA data on local providers, with the goal of increasing our local scores. The group identified some barriers and problems related to action on increasing the number of providers who will accept Medicaid. Their action plan will center on serving in an educational and mobilizing role for influencing providers and the Medicaid Managed Care Organizations (MCOs).
2. Worksite Stakeholders - This group reminded other stakeholders that they are planning a Worksite Wellness Summit on April 29 under the theme of "A Roadmap to Worksite Wellness." They also reported having worked on their Priority Gold Standard of increasing the number of worksites with a tobacco free policy. Among other efforts, this issue will be added to their agenda for the Summit. After discussion, the group had changed their Priority Gold Standards for Infant Nutrition & Health from education to policies that would designate breastfeeding areas in workplaces. Their nutrition-related gold standard had been expanded from vending machines having healthy choices to increasing access to fruit and vegetables in all food services.
3. School Stakeholders / School Nursing - This group had worked on an action plan for improving prenatal education that is provided within high schools. They will gather available resources, and take recommendations to the school boards, suggesting policy changes and expanded educational offerings.

School stakeholders / School Administrators - They had worked on an action plan for expanding the number of schools/school systems with a tobacco free campus policy. They identified the need for helping schools to afford new signage that informs and reminds visitors of the policy. Their action plan will include connecting schools to organizations that can make donations for this, or even serve as sponsors for Tobacco Free Campus signs.

4. Community Stakeholders / Food Access – They had edited the wording of their Priority Gold Standards involving farmers markets, to include Senior Farmers Market vouchers and SNAP benefits in addition to WIC farmers market vouchers. They had also worked on an Infant Nutrition/Breastfeeding action plan, adopting a new Priority Gold standard. Action will consist of improving coordination between existing organizations that promote and support breastfeeding, and of collecting more shining star examples of policy success. This issue will also be added to the next issue of the regional [eat] publication, a product of the WKU Local Food for Everyone Initiative.

Community Stakeholders / Built Environment - This group worked on an action plan for increasing by at least 25% the number of “joint-use facility agreements” that improve access by the public to existing physical activity opportunities (such as playgrounds). They began action plans with the objective of at least one county having a new joint-use agreement plan, and at least two new locations in each county will have smoke free indoor policies. The group will work to strengthen their connection with the regional Smoke Free Communities Coalition.

Next Meeting - Tuesday, February 10, 2015