



Barren River Initiative to Get Healthy Together

Minutes for Meeting 30

March 24, 2015

Dennis Chaney called the meeting to order at 11:48 a.m. He acknowledged T.J. Sampson Community Hospital for sponsoring the lunch.

New people were introduced:

- Chris Salyers, KY State Office of Rural Health
- Marcus Pigman, KY State Office of Rural Health
- Joyce Noe, Logan Memorial Hospital
- Claudia Jarrett, Humana Care Source (Medicaid Managed Care Organization “MCO”)
- Carol Hustedde, UK Medicine with 2 students

Elisha Delawson gave an update on the Worksite Wellness Summit April 29th at the National Corvette Museum. The focus is awareness of health culture at worksites. An action plan will also be created, as well as a contract to follow up on programs. High-profile speakers, Dr. Mayfield, Sr. office of NIOSH, CDC – worksite safety. CEU’s will be provided. Good networking opportunity. Fliers are available.

Dennis talked about a benefit of the worksite group. – Butler County because aware of a grant opportunity. BRIGHT Coalition was able to pull resources together to apply for the grant to address adolescent drug abuse. BRIGHT coalition members are encouraged to reach out to BRIGHT for data to support activities in their counties.

Jason Marshall – Marketing & Sustainability committee:

- Website – working hard. Have a near-final draft of the website to be able to bet bids. Looking for funding.
- Enlist all members as marketers for BRIGHT – post flier to each of our social media accounts. This will help us reach more people to promote the worksite summit.

Jacy Wooley – Recent MAPP training and member survey. MAPP training helped her understand the process. A theme of the training was the importance of equity and engaging stakeholders for action. A survey of the BRIGHT members is as important as the community survey. A member survey was distributed for each person to fill out with meaningful feedback. Responses to the survey will be used to improve the coalition.

Crissy Rowland gave an update on the ongoing community survey. Logan County is in the lead for survey responses. The county that ends up with the highest response as a percentage of the population will receive a prize. The survey closes March 31, 2015.

The healthcare group has an action plan. The other stakeholder groups are to work with their facilitator on the first steps towards implementation of plans. Groups will work on action plans for their group.

Stakeholder groups worked on their plans for the majority of the meeting. Each group reported to the whole coalition at the end of the meeting.

Community – Nutrition Group

- The medium-term objective has been changed from a BMI of 25 to a BMI of 30 to reflect a change in the percentage of residents reporting that they are obese
- Decided to focus efforts regarding Farmers Market benefits in Hart and Monroe counties and increase Warren county WIC FM redemption to 71%
- Goal is to increase by 5% the number of residents reporting that they eat 5 fruits & vegetables daily
- Still working on concept of a web-based forum for farmers to connect with local restaurants

Community – Active Lifestyles Group

- By spring 2016 a Joint Use Agreement handbook will be developed and delivered based on measured need in different communities, as assessed by county health coalitions
- By fall 2016 a Greenways handbook will be developed and delivered to communities in an effort to create a regionally-connected plan via partnerships with health coalitions throughout the 10-county region
- By spring 2016 the website will reflect a list of schools who are/are not tobacco free, along with resources for schools/districts that want to become tobacco free

School Group

- The Infant Nutrition group converged their action items into a single, comprehensive action plan to include monthly educational lunch time meetings for pregnant teens, connection to BRDHD Breastfeeding peer support program, and collaboration with the community to provide breastfeeding facilities and supplies to new moms
- The Nutrition group plans to encourage non-food rewards in schools by providing model policy templates, participating in district development meetings, and providing examples of non-food incentives for schools/teachers
- They also discussed creating and disseminating a communication piece regarding healthy lunch alternatives by August/September 2015
- The Tobacco group decided that 1 additional school district will have a tobacco free campus policy and that they will partner with KY-ASAP, the Kentucky Cancer Program, and the American Lung Association to obtain funding for resources and signage.

Worksite Group

- The Nutrition group plans to use the worksite wellness summit to identify worksites that have nutrition policies/programs in place. This data will then be used to develop and implement a response plan.
- The Active Lifestyle group will work to encourage active lifestyles for employees by developing content for the BRIGHT website, organizing corporate teams for run/walk events, mapping

walking routes, building onsite worksite facilities, and negotiation discounted gym memberships for employees.

- The Infant Nutrition group will increase the number of onsite breastfeeding facilities by developing policies and signage, creating a list of required items for the facilities, and linking with BabyNet.
- The Tobacco Free group will provide businesses with information about going smoke free through content on the BRIGHT website, a newsletter to the Chamber, a breakout group at the Summit, social media, and environmental/HR contacts.

Healthcare Group

- The group met at 10AM today for a special meeting with Chris Salyers and Marcus Pigman, Rural Health Project Managers, UK Center for Rural Health. The focus of the meeting was to educate ourselves on the Health Professional Shortage Area (HPSA) Rules. We were also provided a review of the Kentucky State Loan repayment Program.
- Mr. Salyers and Mr. Pigman also reviewed for us the opportunity the BRIGHT coalition has with the HRSA Network Planning grants. Our coalition is poised to be a viable grantee for a one (1) year planning grant which afford us the capacity to become a 510c3, as well as access federal funds for the development of our much needed website.
- Next steps are to seek the assistance of Mr. Steve Salt, Health Professional Shortage Area (HPSA) Program Manager for the Kentucky Department of Public Health.