

CHILD HEALTH ADVISORY COMMITTEE

MEETING MINUTES

September 9, 2004

Attendees:

Committee Members

Marilou Brodie, Sue Chambers, Charlotte Davis, Blair Dean, James Fasules, Suzanne McCarthy, Connie Meeks, Rosemary Rodibaugh, Rhonda Sanders, Susanne Tullos

Staff

Mary Gaither, Nancy Green, Ann Thompson

Absentees:

Bobbie Davis, Martha Hiatt, Kathy McFetridge, Martha Phillips, Steve Singleton

Next Meeting:

Thursday, October 7, 2004, 9:00 a.m.
Room 906, Freeway Medical Building
5800 W. 10th Street, Little Rock

The meeting was called to order by Vice-Chair, Rhonda Sanders. Minutes of the August 5, 2004 meeting were approved as written.

Mary Gaither gave a staff report. She handed out a memorandum from Dr. Boozman to Hometown Health Leaders advising that they might be called upon by superintendents or their representatives for support and assistance in the formation of local school nutrition and physical activity advisory committees, as required by Act 1220.

Andi Ridgway reported that the advertisement for Community Health Promotion Specialists (CHPS) had closed and interviewing had begun. She introduced Eydie Abercrombie, the new CHPS in Harrison and advised that Ashley Garner, another new CHPS is already on board and another one will be on soon. She said she had been advised that a lot of schools are moving toward getting committees established. Andi also advised that CDC would be conducting training on the school health index, in Little Rock on November 4th. The training will be provided to trainers, and the location will be announced later.

A motion was made by Sue Chambers, seconded by Susanne Tullos, and carried unanimously, to approve an outline entitled "Nutrition and Physical Activity Advisory Committee (NPAAC) A Guide for Local School Personnel". The present "Tool Kit" will be incorporated into the outline.

There was discussion regarding links that could be utilized by educators and the possibility of the Child Health Advisory Committee having their own URL on the Health Department website. This website would be the repository for resources and links that other organizations could connect to from their sites.

Suzanne McCarthy gave an ACHI update and handed out a BMI Progress Report. She talked about the press conference that was held on September 7th and handed out the publication prepared by ACHI entitled, "The Arkansas Assessment of Childhood and Adolescent Obesity". She said others had told her Arkansas had accomplished much more than they could have. She also said there was a media conference after the press conference and other interviews had been scheduled with Dr. Joe Thompson to discuss BMI. She said a fair number of other states want to replicate what Arkansas has done.

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Susanne Tullos gave a Department of Education update and handed out some information prepared by Bobbie Davis showing administrative reports required by the Department of Education. She advised that Bobbie would be reporting to the Board of Education at their October meeting, presenting fiscal impact data on vending machines and the status of current-year contracts. She advised that the new Physical Activity Specialist, Tammy Harrell, is now on board at the Department of Education. This is the position that has been vacant at the Department of Education, rather than the one required by Act 1220.

The discussion changed to reports available through the Department of Education, and Suzanne McCarthy suggested comparing the School Health Index and the Guiding Principles for the School Improvement Plan.

The Committee agreed to ask Bobbie Davis to present an explanation, with examples, at the October meeting for the reports required by the Department of Education. Some of the questions the Committee had were:

- As a patron of the district, where would one go to find how vending machine money is spent?
- What reports include School Improvement Plan activity and how is progress evaluated?
- What is SHPPS, and what is included in the report?
- What is AFRB, and what is included in the report?
- What reports include information that can be used in systems to assure compliance with the Committee's recommendations?

Rhonda Sanders directed the Members to e-mail additional questions to Mary Gaither or Ann Thompson so a list could be compiled for Bobbie Davis.

Rhonda advised that she would be presenting the Child Health Advisory Committee Report to the Public Health Committee on September 16th at 10:00 a.m., in Room 130, State Capitol. She said the Health Adequacy Committee would also present a report at the meeting.

There was discussion regarding Committee Member absenteeism and the importance of attendance. Robert Brech advised that there is a law dealing with absenteeism of committee/board members, stating there are certain stipulations in the law regarding absenteeism at three meetings in a row. He suggested that Members be given a friendly reminder of the attendance requirements. Mary Gaither agreed to remind Members of the requirements and the importance of attendance. Rhonda suggested that the Committee might consider changing meeting dates. They agreed to look at their calendars and discuss at a future meeting when more Members were available for discussion.

Ann Wright, Director of External Communications at the Health Department, presented elements of preparing a communication plan and handed out a proposed logo and slogan. There were suggestions and Members agreed to e-mail them to Mary Gaither so the logo and slogan could be revised. With Ann's facilitation, the Committee assembled the following notes on preparing a communication plan.

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CHAC COMMUNICATION PLAN NOTES

REALITIES

- Legislative Committee
- Child Health Advisory Committee reliant on administrative agencies to promulgate regulations
- No authority – no money
- Committed to the long-haul regardless of politics
- Differing opinions on how to move recommendations
- Powerful lobby, with money, against recommendations
- Monetary impact on people the Committee is trying to affect
- Message is critical
- A lot of public is in denial
- Lot of positives, but we hear negatives – need positive spin
- Administrative organizations have representation on committee, but representation not always there. Some folks in administration have to be sensitive to their own position or organization – handcuffed
- Message – Kids
- Topic is “hot”. Lots of statewide energy
- * Data driven issue. Solutions are evidence-based
- CHAC is the only group at this time offering solutions
- Substance not spin

BRANDING CHAC

Pros

- Unique identity (avoids baggage)
- Model for community to replicate and gain independence
- Flexibility in long-haul
- Clear up confusion
- Continuity
- Maintain high ground – do what is right – hold feet to fire

Cons

- No money
- Could get marginalized – get enemies
- Lose infrastructure

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MIDDLE GROUND

Pros

- Alliances and coalitions
- Best of both – use energy that's out there
- Increase resources
- Be associated with positives
- Improve credibility (could also be con)

Cons

- Lots of energy to maintain balance (kid messages)
- How so we relate to larger goals and stay hooked to this

GOALS & OBJECTIVES

- Systems to help assure implementation
- Educate about recommendations
- Educate about Act 1220
- Counter misinformation about Act 1220
- Educate representative organizations
- Educate about the benefits

GOALS

Educate about Act 1220

- An Act to create a Child Health Advisory Committee to coordinate statewide efforts
- To combat childhood obesity and related illnesses
- To improve the health of the next generation

Message

Healthy kids make better students – better students make healthy communities

Target Audiences

Community at-large, parents, teachers, students, nutritionists/physical activity professionals, legislature, nutrition and physical activity advisory committees, administrators, school boards

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ACTION PLAN

1. News Article
2. Press Conference
3. Slick publication
4. Attend meetings of AAEA, Nat'l Assoc of School Boards, AAPHERD, Regional USDA Taskforce, PTA's
5. Exhibit
6. Act 1220 heroes
7. Talk Radio shows, TV

The Committee agreed on the need for a media/communications campaign and those who can, will meet with Ann Wright and Mary Gaither on September 16th at 12:30 p.m. to begin preparation for a press conference.

The meeting adjourned at approximately 1:20 p.m.