

CHILD HEALTH ADVISORY COMMITTEE

MEETING MINUTES

October 7, 2004

Attendees: Committee Members
Sheila Brown (sitting in for Marilou Brodie), Bobbie Davis (am only),
Charlotte Davis, Blair Dean, James Fasules (am only), Martha Hiatt,
Suzanne McCarthy, Kathy McFetridge, Connie Meeks, Jan Richter
(Sitting in for Martha Phillips), Rosemary Rodibaugh, Rhonda Sanders,
Steve Singleton (am only), Susanne Tullos

Staff

Becky Adams, Mary Gaither, Nancy Green, Ann Thompson

Absentees: Marilou Brodie, Sue Chambers, Martha Phillips

Next Meeting: Thursday, November 4, 2004, 9:00 a.m.
Room 906, Freeway Medical Building
5800 W. 10th Street, Little Rock

General Business

The meeting was called to order by Chair, Martha Hiatt. Minutes of the September 9, 2004 meeting were approved as written.

Rhonda Sanders reported on her attendance at the Public Health Committee Meeting, September 16, 2004. She advised that Martha Phillips gave a brief update on the evaluation of Act 1220. She said the Public Health Committee requested that the Child Health Advisory Committee Recommendations be submitted to them before going to the Review Committee so they could determine if the Recommendations are what they expect them to be. Mary said they also wanted assurance that the Recommendations would be implemented uniformly across the state.

Bobbie said that private fitness businesses had been contacted by some physicians and were making efforts to contact schools and get information on children's BMI reports. Bobbie said she would send out a form letter to schools reminding them to protect confidential information.

The Committee discussed unintended consequences and issues that had arisen from implementation of the Recommendations before they become official. Rhonda said the Committee should make efforts to clarify any misconceptions of the intentions of the Recommendations.

Mary advised that the CHAC logo and website are still under construction. She said 18 applications had been received for the Department of Education position and interviews would begin next week.

Andi Ridgway handed out the revised Tool Kit for local nutrition and physical activity advisory committees. She advised that a power point presentation accompanied the Tool Kit to Community Health Nurses, Health Promotion Specialists and Hometown Health Leaders that explains Act 1220 and addresses the importance of the committees. She reported that two Community Health Promotion Specialists (CHPS) had been hired and two more would begin next week. A Community Health Nurse is

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being hired for Central Office, who will coordinate the BMI process for next school year. ACHI will retain responsibility for maintaining the data. Andi also reminded everyone that CDC would be conducting training on the school health index, in Little Rock on November 4th. The training will be provided to Community Health Nurses and Community Health Promotion Specialists.

Suzanne McCarthy requested an additional link to the Tool Kit and Andi suggested that we start a list of additional links to be added later when the Tool Kit is reprinted.

Martha Hiatt advised that a BMI Tool Kit for Parents had been developed and is now being printed in English and Spanish. It will also be available online. She said it refers to resources at the community level and to ACHI's link. Bobbie Davis requested one copy of the Tool Kit for Parents so it could be sent out with a Director's memo.

BMI Report

Suzanne McCarthy gave the BMI report. She advised that ACHI is working on a detailed transition plan. She also said they are working on an electronic method of collecting the data and sharing with schools. She indicated that the underlying issue continues to be maintaining confidentiality in the dissemination process. Suzanne reminded the Committee that there are no funds available for mailing reports to parents. James Fasules suggested that some of the organizations represented on the Committee might want to contribute funding for dissemination.

Martha Hiatt said that, while there are numerous challenges with the BMI process, it is becoming nationally accepted as a standard practice. The Institute for Medicine's recent report on Childhood Obesity contains the following: "Schools should measure yearly each student's weight, height, and gender and age-specific BMI percentile and make this information available to parents and to the student (when age appropriate)." She said the Committee should continue to communicate and share appropriate information and answer questions.

Department of Education Report

Bobbie Davis gave the Department of Education Report. She answered questions listed in the minutes of the September 9th meeting. She advised that the local advisory committee information was required to be filed by October 1st but will be reported by October 15th. She introduced Tammy Harrell, the Department of Education's Physical Education Health Specialist. She said she and Tammy had been working on a presentation for the Board of Education meeting on October 11th, including specifics related to the Child Health Advisory Committee's Recommendations. She shared that there is going to be a problem at the secondary level requiring 225 minutes (45 minutes per day) of physical education and the Committee would probably need to revisit that recommendation.

Blair Dean requested that the Department of Education consider model physical education programs that meet the requirements of the National Association for Physical Education. Some programs, which provide 225 minutes, are currently being used by other states.

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Monitoring/Tracking System

Martha Hiett commented on the requirements in Act 1220 that have not been addressed by the Committee. These include systems to insure implementation of nutrition and physical activity standards and the monitoring and evaluation of results and reporting of outcomes. She said the Committee needed to identify what systems could be used to fulfill that charge. Bobbie Davis requested that the Committee provide a list of the types of information needed. Martha Hiett suggested that volunteers formulate a subcommittee to develop a list of items that the Committee needs feedback on. Suzanne McCarthy suggested that the College of Public Health develop the list because they are already working on evaluation of Act 1220. Those volunteering to work with Martha Phillips were:

1. Suzanne McCarthy
2. Bobbie Davis
3. Tammy Harrell

Bobbie said she would solicit help from Pulaski County School Administrators.

Rhonda Sanders handed out a brochure is entitled "Act 1220: What is it really about."

Communication Plan

Ann Wright discussed the communication plan points covered at the September meeting. It was suggested to add business to target audience. She said the Committee should educate about the benefits of the Recommendations. The proposed logo and slogan were discussed, as well as action steps. Blair Dean suggested Committee appearance at the March 6, 2005, meeting of the Southern District Association for Health Physical Education, Recreation and Dance. Blair agreed to check on a placeholder for the Committee's attendance Rhonda suggested using posters and local committees as a tool to get the word out. Rosemary suggested using UALR students to help create PSA's and pilots. Martha Hiett said Healthy Arkansas could possibly be used for some of the Committee's communication efforts.

Martha suggested that an article on Act 1220 be written for Dr. Boozman's feature column. Health Department staff will draft this article.

PSA's were discussed and Ann said the Cable Association might be willing to run some. Committee members agreed to appear on various talk shows in their areas.

Martha Hiett made a motion that, in lieu of a press conference, a Press Release, related to School Lunch Week, be developed and distributed by the Health Department, on October 15, 2004. The motion was seconded and carried.

The logo was discussed and the Committee agreed to use the current logo for the press release and have Mary Gaither work on a revision. The Committee discussed an acronym/ellipsis for the logo. Blair Dean suggested:

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- Arkansas Children for Tomorrow
- Active Children for Tomorrow
- Healthy Children for Tomorrow

The Committee agreed to establish a subcommittee to complete the development of the communication plan, including an acronym/ellipsis and logo. The following members agreed to participate on the Communications Subcommittee and provide a report at the November meeting:

1. Rhonda Sanders
2. Suzanne McCarthy
3. Connie Meeks
4. Kathy McFetridge
5. Blair Dean.

Committee Operations

Subcommittees on Nutrition and Physical Activity were discussed. A motion was made, seconded and carried to continue operating in the subcommittee structure with the same subcommittee members. The members will select their own chair. The Committee also discussed expansion of the subcommittees, with more Department of Education representation. It was agreed that the subcommittees could expand by inviting others to serve.

The need for Bylaws was discussed. The Committee agreed to have Bylaws drafted by Department of Health Staff. The Committee agreed to e-mail suggestions to Mary Gaither. Draft Bylaws will be presented at the November meeting.

Meeting dates and times were discussed. The Committee Members present agreed to meet on the third Friday of each month, from 9:00 am to 2:00 pm, for the first quarter of 2005.

The Committee discussed dividing up and going around the state to the Coops to present information on Act 1220 and the Committee. This would also provide an opportunity for interaction with the people who attend. It was agreed that the Communication Plan Subcommittee would develop a proposal for working with the Coops. Attendance at Superintendents' meetings was discussed. Once local committees are established, a large orientation conducted by the Committee members was discussed to get the message out locally.

The meeting adjourned at approximately 2:00 p.m.