

Partnership for a Healthy Durham, Obesity and Chronic Illness Committee
Location: 414 East Main Street, 2nd floor conference rooms
Agenda: Wednesday, December 13, 2017

Meeting Outcomes

- Outcome 1: As a committee, discuss ideas that committee members shared for future meeting activities and speakers
- Outcome 2: Discuss revamping workgroup time so that it is more structured and yields results
- Outcome 3: Identify workgroup champions
- Outcome 4: Work within workgroups to review action plan progress and discuss next steps of action for final year of the current action plans

Facilitated by: Jannah Bierens

Present:			
	Project/Topic/Goal	Major discussion points	Action steps and responsible persons
8:30-8:40	Welcome/Introductions Review minutes		
8:40-9:00	Jannah and Chelsea Revamp and Recharge!	Discuss future meeting ideas from November's meeting Discussion of the workgroup restructure: More structured time with results and tools to be used Identify workgroup champions	
9:00-9:10	Announcements		
9:10-9:45	Workgroups	Review Action Plan progress within workgroups	
9:45-10:00	Report back Adjourn	Ask questions and provide feedback for fellow workgroups	
Next OCI meeting: Wednesday, January 10, 2017; 414 E. Main St.			

Partnership for a Healthy Durham Obesity and Chronic Illness committee 2015-2018 Action Plan Summary

Strategy 1- Increasing access to healthy foods including fruits, vegetables, and locally produced food for lower income populations through initiatives such as but not limited to:

1. Support and expand Durham's Double Bucks Program.
2. Support mobile markets and stores that sell produce in neighborhoods that would otherwise lack access through promotion, grant writing, technical assistance, etc.
 - Project staff will assist with the expansion of double bucks to at least one more site in Durham County, which can include a mobile market, farm stand, farmers' market, grocery store or convenience store.
 - Project staff will assist with identifying grants, grant writing and local advocacy work to ensure Durham's Double Bucks maintains funding. Identify and write at least one grant annually to fund Double Bucks.
 - Project staff and the Partnership for a Healthy Durham Communications committee will assist with marketing and communication to ensure Durham's Double Bucks, mobile markets and other healthy food access programs are well utilized. Efforts will be evaluated through surveys to determine where/how new customers heard about the program.
 - Project staff will assist the farmers' markets with creating and executing a thorough evaluation plan for the Double Bucks program to determine the effectiveness of the program's marketing campaigns and if the effects on participants intake of fruits and vegetables and shopping behaviors.

Target population: SNAP recipients and other low income Durham residents. Grocers on Wheels, a mobile market that OCI, is targeting a new population for Double Bucks, seniors living in community housing sites.

Strategy 2- Promote and market partner agency's workshops and programs that aim to reduce and manage chronic disease and obesity.

- Project staff will enlist five collaborations or committees with access to networks of Durham citizens to promote healthy eating and exercise efforts, enlist participation, and disseminate information.
- Project staff will develop an evaluation plan to measure increased resource access and participation.

Target population: Adult residents of Durham that are in the contemplating, preparing to, or currently acting on changing health behaviors. Center of Balance is reaching a new population for OCI, specifically targeting seniors in Durham County.

Strategy 3- Increase access to physical activity through policy, environmental and system changes that increase the walkability of neighborhoods such as but not limited to:

1. Healthy Mile Walking trails/walk your city signage
2. Promoting bike and pedestrian policies such as complete streets throughout Durham County
 - Project staff will create and promote two Healthy Mile Trails or Walk Your City sign routes per year.
 - Project staff will create and implement an evaluation plan. Use feedback to improve program and marketing/promotion/programming around the trails/walks.
 - Support partner agency's Complete Streets initiatives by writing letters of support and help with promotion and marketing. Distribute Watch for Me, NC and other materials throughout Durham at community events.

Target population: Durham residents with a focus on low income neighborhoods and neighborhoods that currently lack access/opportunities for physical activity. A new aim is to work with the business community on at least one new Healthy Mile Trail/Walk Your City sign routes. The business community would be a new population.