

Obesity Planning in West Virginia

Overview

A diverse group of West Virginia obesity prevention and response stakeholders met on Monday, April 30, 2018 from 9:30 am to 3:00 pm at Stonewall Resort in Roanoke, West Virginia. The purpose of the meeting was to continue planning for the Southern Obesity Summit (SOS) and to engage key stakeholders in strategic dialogue to help think through where West Virginia currently is in addressing obesity prevention and what will take the state forward given the current health and economic landscape.



The following stakeholders participated in the session:

- Bruce Adkins – WV BPH/OCHSHP
- Christiaan Albidso – WVU/Public Health
- Jessica Dianellos – KEYS 4 Healthy Kids
- Alecia Allen – Keep Your Faith Corporation
- Sheryn Carey – WVBH/HPCD
- Michelle Chappell – American Cancer Society
- Laura Dice – KEYS 4 Healthy Kids
- Wilma Dixon – PAAC Group Lifestyle Balance
- Julie Dudley – WVU Eberly College & National Association of Chronic Disease
- Eloise Elliot – WVU College of Physical Activity & Sports Sciences
- Lisa Ertl – WVDHHR BCF Early Care and Education
- Denise Ferris – BPH/ONS
- Adam Flack – Wellness Council of West Virginia
- Kerry Gabbert – WVU Research Corporation
- Josh Grant – WV Department of Education
- Kristin Grogg – WVU CTS PHD Student; WV Prevention Research Center
- David Harshbarger – WVU Medicine
- Kayla Hinkley – Try This WV
- Cheryl Jackson – PEIA - Public Employees Insurance Agency
- Dasheema Jarrett – BPH HPCD
- Jamie Jeffrey – KEYS 4 Healthy Kids and Healthy Kids Wellness & Weight Management
- Pat Kelly – MUSOM/WVAAP
- Kate Kosydar – Catholic Charities WV/Healthy Bodies Healthy Spirits
- Anna Lucus – Charleston Area Medical Center
- Lora Lipscomb – BPH/HPCD

- Molly McMillion – WV Breastfeeding Alliance – WV Perinatal Partnership
- Kristin McCartney – WVU Extension/SNAP Education
- Dural Miller – Keep Your Faith Corporation
- Stephanie Moore – BPH/HPCD
- James Patterson – PAAC – Recovery and Wellness
- Brittany Powell – Marshall University Dietetic Program
- Brittany Richo – BPH/HPCD
- Kristy Ritz – Choices Child Care Resource and Referral
- Megan Ross – BPH/HPCD
- Cathy Shaw – PEIA Weight Management Program/WVAND
- Emma Watters – WV WIC Program
- Bradley Wilson – WVU Food Justice Lab – WV FOODLINK
- Gina Wood – WVU Extension Service, Family Nutrition Program
- Amanda Workman – WV Community Development Hub
- Jessica Wright – BPH/HPCD
- Sam Zizzi – WVU College of Physical Activity and Sport Sciences

Bruce Decker with Collective Impact, LLC facilitated the planning session.

Welcome, Introductions, and Review of Agenda

The session opened with a welcome and opening remarks from Dr. Jamie Jeffery and Jessica Wright. Participants were provided an overview of the 12th Annual Southern Obesity Summit (SOS) which will be held on October 22 – 24, 2018 at the newly renovated Charleston Civic Center in Charleston, West Virginia. The SOS is organized around several “pillars” consistent with the Social Determinants of Health: Where We ... Live, Work, Learn, Eat, Play, and Pray. The website for the SOS is www.southernobesitysummit.org.

Logistics were discussed and the agenda for the session including purpose, objectives, and mutual understandings were reviewed as follows:

Obesity Planning

Stonewall Resort

Monday, April 30, 2018

9:00 am – 3:00 pm

Agenda

Purpose: To continue planning for the Southern Obesity Summit (SOS) and to engage key stakeholders in strategic dialogue to help think through where West Virginia currently is in addressing obesity prevention and what will take the state forward given the current health and economic landscape as well as propose strategies using a State Physical Activity and Nutrition logic model.

Objectives:

- Continue planning for the Southern Obesity Summit (SOS).
- Identify a common vision for obesity prevention in West Virginia.
- Identify strengths and opportunities related to obesity prevention in the state.

- Assist in creating a “logic model” for addressing obesity in the state.
- Consider the current and potential roles of partners in impacting obesity in the state.
- Strengthen relationships and increase social capital among participants.

Mutual Understandings:

- Use "thumb-talk" consensus decision-making
- Stay focused and on task (parking lot, timer, and the clap)
- Everyone has the chance to share their ideas
- Respect others views and opinions
- Be positive and solution oriented – strive to innovate!
- Have fun and get it done ☺

- 9:00 Refreshments and Networking
- 9:30 Welcome, Introductions, and Review of Agenda
- 9:45 Southern Obesity Summit Planning
- 11:00 Break
- 11:15 Vision for Obesity Prevention in West Virginia
- 11:45 Obesity Prevention Efforts – Strengths and Opportunities
- 12:15 Lunch
- 1:00 Obesity Prevention Efforts – Outcomes and Activities
- 2:00 Break
- 2:15 Obesity Prevention Efforts – Outcomes and Activities
- 2:45 Next Steps and Check Out
- 3:00 Adjourn

Southern Obesity Summit (SOS) Planning

Participants worked in eight (8) pillar groups to engage in planning for the Southern Obesity Summit (SOS) which will be held on October 22 - 24 in Charleston West Virginia. Again, the pillar groups consistent with the Social Determinants of Health are: Where We ... Live, Work, Learn, Eat, Play, and Pray. Members of each of the pillar groups addressed three (3) questions/items and developed an action plan to move their groups’ SOS work forward. Verbatim responses and action plans are provided below:

Where We Live (Healthcare) Pillar Group

- (1) Select co-chairs for the group.
 - Jamie Jeffrey
 - Mark Cucuzzella
 - Cathy Shaw
 - Michelle Chappell
- (2) Identify specific roles and responsibilities of the group and/or group members.
 - Ask individuals to contribute – attendance and bring people to the summit
 - Health and Wellness posters from WV and recent CAMC research day
 - Marshall
 - WVU
 - 5210/smile
 - Food is Medicine

- Reroute team members request – Jamie will send out
- Sponsor and funding for scholarships – Jamie will send out flyer that can be emailed
- Ask your contacts: What are you doing for obesity prevention that falls under a clinical/community connection? Mapping across the state?
- Current examples identified: 1.DPP 2. FARMacy 3. Food Is Medicine Initiatives 4. Culinary Medicine tract at WVU Eastern Division 5. Medicaid Home Health Pilot for Obesity 6. ? others

(3) Identify other potential partners to engage in the work of the group.

- AAP – Jamie
- AAFP – Mark C
- WV AND – Cathy
- WV APRN (Advanced Practice Registered Nurse)
- Future of Nursing – Jamie
- W VHCA – Michelle
- State Medical Association – Michelle
- WVSOM – Jessica W.
- PCA – Michelle (School-based Health Centers)
- Medicaid – Jessica W.
- Quality Insights – Michelle
- Oral Health – Michelle
- Resident Involvement – Pat and Jamie
- Med Chefs – Mark C.
- Culinary Medicine – Mark C.

Where We Live (Healthcare) Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed
Request identified potential partners (attendance, contributions, funding for scholarships)	Jamie/Team	Jamie – 5.7.18 to get info to us We send out to folks by 06.06.18	Contact letter
Identify clinical/community connections and map it out)	Jamie/Team		
Contact identified potential partners	See question 3 above	5.30.18	Contact info

Where We Play (Physical Activity) Pillar Group

(1) Select co-chairs for the group.

- Sam Zizzi
- Christiaan Albidso

(2) Identify specific roles and responsibilities of the group and/or group members.

- Work toward 20/20 Summit
- PEP
 - Programming – how to get people to play
 - Policy – making it easy to create places to play
 - Environment – where we play
- Eloise – push Texas Health Institute to allow some local control for speakers
- Pre-conference on Sunday PM (WV only) – invite local community/grassroots types for a lunch or 2 hour block (not the whole conference)
- SOS in branding/PA is your addiction/cost of opioids/RIPs of opioids vs obesity
- Awareness – October election season
- Use Try This to do invites – showcase – 2 min videos

(3) Identify other potential partners to engage in the work of the group.

- RTC
- APA
- WVDOT/DOH
- Extension
- MPOs/FHWA
- ARC
- Tourism and State Parks
- Division for Rural Health (Bruce Adkins)
- EKY SOAR
- WVU Medicine (Clay)
- Highmark
- PAP work meetings

Where We Play (Physical Activity) Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed
Push for local conference control	Eloise		
Create a 2 hour pre-conference WV highlight workshop	Try This list		2 min videos at conference
Create an SOS branding (opiates vs obesity)			
Get some media help – Kara Lofton			
Recruit RTC/FHWA/DOT/Be Change to pre-conference	Albidso		
Focus on election season (rate politicians, id policy, invite politicians)			
Recruit WV State Parks and Tourism (#GoToWV)			
Recruit ARC			
Recruit WVU Medicine (Clay Marsh)			

Where We Pray Pillar Group

- (1) Select co-chairs for the group.
 - Kate Kosydar
 - Rev. Patterson (temp)

- (2) Identify specific roles and responsibilities of the group and/or group members.
 - Get a presence at the conference
 - Engagement effort for partners
 - Create a spiritual impact

- (3) Identify other potential partners to engage in the work of the group.
 - Catholic Charities/food Pantries (Teresa W.) invited
 - WV Council of Churches (Jeff Allen, ED)
 - Healthy Bodies/Spirits (Josh Sowards) invited
 - Other religious organizations (Rabbi Urecti) (Rabbi Cone?)
 - Ribbons of Faith (WVU Stephanie Kennedy)
 - Roberta Smith (Charleston Black Ministerial Alliance)
 - Rev. Watts (Charleston)
 - Hospital Chaplains – Moria R., Lynn K., St. Marys?

Where We Pray Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed
Engage new partner – Josh Sowards	Kate		
Contact new group members	Kate and Rev. Patterson		
Bring partners together for conference call	Stephanie	05.20.18	
New Groups Tasks (1) Facilitate breakout session (2) Engage attendees (3) Identify target areas	TBD (co-chairs)		
Define Pray (CDC)			
The impact of the spiritual life on one's wellbeing – education needed			
How do we get congregations involved in healthy living (diet and exercise)			

Where We Learn (School) Pillar Group

- (4) Select co-chairs for the group.
 - Becky King
 - Josh Grant

- (5) Identify specific roles and responsibilities of the group and/or group members.

- Engage WSCC Model
- Training PE and health classroom teachers with non-degree graduate credit
- Training future PE and health teachers
- Coordinated approach to PA and health in schools
- Coordinated diverse stakeholders to be in one cohesive plan
- Training WVSSAC coaches and sanctioning members with nutrition and wellness

(6) Identify other potential partners to engage in the work of the group.

- Administrators for public schools – county superintendents
- CDC grant coordinators in McDowell, Lincoln, Wyoming, Mingo, and Logan through the Department of Education
- Wood County Superintendent
- Raleigh, Greenbrier, Kanawha
- PTA President of WV

Where We Learn (School) Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed

Where We Eat Pillar Group

(1) Select co-chairs for the group.

- Kristin McCartney
- Bradley Wilson

(2) Identify specific roles and responsibilities of the group and/or group members.

- Recruit for conference
- Incentivize Participation (hard ask, \$ scholarships)
- Promote broad participation – under-represented groups
- Connect to SNAC for continuation

(3) Identify other potential partners to engage in the work of the group.

- Spencer Moss – WVFFC
- Kasey Bowden – WVDA
- Cyndi Kirkhart – Facing Hunger
- John Unger – WV Senate
- Chad Morrison/Laura Phillips - Mountaineer Foodbank\
- WV Grocers Association
- Oil and Gas Marketers
- Jackie Hoppe
- Transportation???

Where We Eat Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed
Discuss SOS with WIC Vendor Advisory Council	Denise Ferris	05.10.18	Money to cover lunch
Email blast to breastfeeding listserv to advertise meeting (empower grant recipients)	Molly McMillion	05.19.18	Scholarship money for participants
Invite participants from the agriculture sector (farmers, nonprofits)	Kristin McCartney		N/A
Loving Support training for EFNEP/SNAP-Ed	Kristin/Gina	10.18	
Discuss conference at SNAC meeting			

Where We Live (Community) Pillar Group

- (1) Select co-chairs for the group.
 - Kathy and Kayla (Try This WV)

- (2) Identify specific roles and responsibilities of the group and/or group members.

- (3) Identify other potential partners to engage in the work of the group.
 - Extension CRED (Community Resources and Economic Development)
 - Community Groups (local health coalitions)
 - Gen WV
 - Young WV
 - Famers Markets
 - Nonprofit Hospitals
 - FRNs
 - Try This “Spotlight” recipients
 - Williamson Wellness (Alexis and Tim)
 - Jeannie Harrison – Gro Huntington
 - Kanawha Communities That Care

Where We Live (Community) Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed
Create recognition opportunities (individuals and organizations)			
Identify who will facilitate recognition			
Engage community members			
ID 2-3 community reps to attend			

Where We Learn (ECE) Pillar Group

- (1) Select co-chairs for the group.
 - Jessica Dianellos
 - Kristy Ritz
 - Lisa Ertl

- (2) Identify specific roles and responsibilities of the group and/or group members.
 - Attend summit
 - Invite and include field staff (nurses, etc.) in the process
 - Develop a plan to address childhood obesity in ECE
 - Ask Brook Monday about nurse proposals
 - Proposal submitted by Jessica for Start a Garden

- (3) Identify other potential partners to engage in the work of the group.
 - Child care licensing and regulation
 - Head Start State Collab. Dir – Pam Myers
 - Child care providers
 - May and June – Regional collaboration meeting – R&R, Health educators, Regulation, etc.
 - Jackie Newson – ECAC Health Committee
 - Jan Haddox – WVCCCU
 - Suzi Brodof/Helen Post- Brown – WWAYC
 - Susan Jackson – Starting Points/Family Resources Centers/Family Resource Networks
 - WVU Health educators
 - Family Child Care Association

Where We Learn (ECE) Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed
Discuss at upcoming regional collaborative meetings	JD will email R&R directors Kristy will cover her meeting	End of June	
Discuss CC nurses and health educator roles with Brooke Hunter	KEYS team	05.17.18	
Invite Pam Myers to include Head Start	Lisa Ertl	05.07.18	

Where We Work Pillar Group

- (1) Select co-chairs for the group.
 - Cheryl Jackson

- David Harshbarger
- Adam Flack

(2) Identify specific roles and responsibilities of the group and/or group members.

(3) Identify other potential partners to engage in the work of the group.

- WV political leaders both supporters and supporters
- WV Development Hub
- WV Society for Human Resource Management (SHERM)
- WV Department of Commerce and local Chambers
- Former members of the wellness coordinators (700)
- WV PAP
- Extension
- WIC
- Chronic
- Cancer
- New obesity plan needs to include how we plan to communicate our work
- Highlights of our work what existing plans to include PA and nutrition strategies – breastfeeding

Where We Work Pillar Group SOS Action Plan			
Action Steps/Tasks	Responsible Person(s)	Target Completion Date	Resources Needed
Assess existing WV plans and determine what plans include physical activity and nutrition strategies (Cancer, KEYS, Chronic Disease, CDC, WVPAP and Department of Education)	All		
Communicate and share among SOS partners			
Engage key worksite wellness organizations and individuals (Brett)	Dave, Adam and Cheryl		
Identify fund source for politicians	Bruce		

Vision for Obesity Prevention in West Virginia

Participants were introduced to the collective impact approach which is a strategic collaborative process that will help move the statewide obesity-related work forward beyond the Southern Obesity Summit. The five (5) components of the collective impact approach were shared with participants.

- Common Agenda (vision, mission, fundamentals, etc.)
- Shared Measurement (tracking progress and continuous improvement)
- Mutually Reinforcing Activities (coordination/alignment of outcome-based activities)
- Continuous Communication (building trust, relationships, and common motivation)
- Backbone Support (supporting and managing the work of the collaborative)

Participants began the first step of the process of creating a collaborative structure to move their collective work around obesity forward after the summit by identifying draft vision statements. A vision statement simply articulates the ideal or preferred future that an organization or collaborative team is working to achieve. It focuses on possibilities and dreams. Vision serves as the ultimate state of being – it is an end result.

Individuals recorded key words and phrases on index cards that describe their desired vision for the future (10 years out) regarding obesity in the state. In small groups, participants shared their individual thoughts and worked to identify a common vision statement that was reflective of the groups' shared ideas. The following seven (7) draft vision statements were developed by participants in small groups:

“Let’s be in the norm – safe and sexy places to be active and healthy food options for everyone.”

“Equitable access to sustainable healthy environments through a comprehensive system for continuous reduction in the prevalence of obesity.”

“Celebrating our Community and Culture that prioritizes health.”

“In West Virginia, whoever you are and wherever you are, healthy foods an active lifestyle choices are the easy choice”

West Virginia capitalizes on innate self-sufficiency, our heritage of working with the land, and outdoor recreational resources to become a state that leads the country in obesity prevention. – WV is not #1 anymore!”

“To create a culture of health where people live, work, learn, eat, play, and pray.”

“In 10 years ... WV will have a robust network of activists, advocacy practitioners, health professionals, researchers, and policymakers working together to enact local, state, and federal policy and distribute funds to:

- *Sustainable & equitable food access*
 - *Increased production*
 - *Increased consumption*
 - *Increased accessibility*
- *Minimum wage increased and family policy*
- *Support change in social norms for prevention (proactive vs. reactive care)*
- *Culture change made convenient”*

Obesity Prevention Efforts – Strengths and Opportunities

Participants continued planning for moving their collective obesity-related work forward beyond the Southern Obesity Summit by identifying the strengths and opportunities that exist in the state that could support the group's coordinated efforts. This information will be used by the group as they continue to assess the obesity-related prevention and response “system” in the state and develop an “umbrella” logic model to drive the groups' collective work. In addition, the information will be used by the Bureau for Public Health, Division of Health Promotion and Chronic Disease program as they apply for current Center for Disease Control (CDC) funding and can be used by other organizations as they pursue obesity-related funding opportunities.

In small groups, participants worked to identify strengths and opportunities available in West Virginia that impact obesity-related efforts in the state. The following are verbatim responses identified by the small groups organized by the facilitator into common themes.

Strengths

Relationships, Partnerships, & Collaborations

- Partnerships are strong - different sectors coming to the table
- SNAC collaboration
- Openness to working together
- Leaders in the room working together
- Effort and desire to collaborate
- Strong collective labor force
- Commitment to mission to public health (partnerships)
- Multiple organizations wanting to work on this issue and have it as part of their mission
- Small state, we know each other
- Strong sense of community
- Size is small

Organizations and Systems

- Environmental assets
- Economic development folks are at the table now
- University faculty are engaged in obesity prevention
- Agencies focused on the issue
- Strong faculty community
- Agriculture
- Try This WV
- WV Hub
- Outdoor environment beautiful and infrastructure is somewhat there (trails, etc.)
- ECE System

Policies, Programs, and Resources

- Innovative programming in the state
- Specific initiatives currently in place (i.e., Healthy Kids)
- Wellness programs/initiatives
- Summer feeding programs/backpack programs via OCN – continue to fund
- SNAP/FNAP/WIC/SNAP Ed
- Feed to achieve
- Tobacco program
- Shared table state policy
- Supportive policies
 - Leap of Taste
 - Policy 2510
 - Healthy Lifestyles Act
 - Universal Pre-K
- Rural areas are being addressed in funding by national agencies
- Federal grants
- SOS

Obesity Planning

- Multiple plans addressing obesity and prevention
- Thinking statewide but able to act locally
- Shared use Agreement ☺
- Existing plans
- Various plans that address obesity

Strategy and Building on Successes

- Because of poor outcomes, we are on the radar
- Data – make it a priority – room for improvement
- WV health coverage (97 % health check)
- WV recreation
- Celebrate small and large scale success
- Scale successes
- Connect mental health
- #55Strong – teachers empowered
- There are proactive wellness areas of the state

Opportunities

Relationships, Partnerships, & Collaborations

- Learn from each other to eliminate replication
- More effective/deliberate partnership with academia/community
- Easier to collaborate for statewide vision
- Engagement of businesses and WV Development Office
- Effort and desire to collaborate
- Getting politicians/earmark some money for them to participate
- Include those who are missing
- Rising tide lifts all boats
- More shared agreements
- Get out of silos
- Support local farmers and create connections
- Engage additional partners

Policies, Programs, and Resources

- More training to implement policies
- Continue to support policies
- Early childhood prevention policies
- Southern Obesity Summit being held in WV in the fall
- SOS is happening at a good time – political will – quality of life is a focus
- More funding to support
- Funding (resources)
- Rural areas are being addressed in funding by national agencies
- Align and leverage activities and resources (funding)
- Continued funding – politics vote!
- Expand programs through farmers markets

Obesity Planning

- Larger plan (collective plan) with identified contributors/supporters
- Coordinating multiple plans/scaling model programs

Strategy and Building on Successes

- Ride the opioid wave – to prioritize and bring obesity work to the forefront
- National spotlight on WV Rail/Trail and other tourism opportunities
- Learning from evidence of effectiveness (sharing)
- Training/volunteering opportunities to build future generation of advocates
- Opportunity for awareness our of challenging statistics
- Potential ownership/responsibility
- Peer-to-peer education/mentorship
- Opportunity to access obesity prevention at younger ages
- Be advocates for healthy lifestyle policies
- Encourage use and safety
- Emphasize nutrition
- Improve built environment
- Educating and informing public
- Connect mental health, physical activity, and nutrition strategy
- Activate Extension, teachers, FRNs, and Try This Champions as “Health and Wellness Strategists”
 - Leadership development
 - Advocacy development
 - Mentoring
- So many on food assistance that can more easily route people to healthier foods
- Identify proactive ways to support healthy food policies
- Require education if receive SNAP, just like WIC

Obesity Prevention Efforts: Logic Model Outcomes and Activities

Participants continued planning for moving their collective obesity-related work forward beyond the Southern Obesity Summit by beginning to identify a coordinated plan of action containing mutually reinforcing activities around four (4) defined outcomes areas. These initial outcomes areas are defined by the Center for Disease Control (CDC) in their current obesity-related grant solicitation. This information will be used by the group as they continue to build a broader and more comprehensive coordinated action plan around obesity-related prevention and response strategies and activities to guide their future collective work. In addition, the information will be used by the Bureau for Public Health, Division of Health Promotion and Chronic Disease program as they apply for current Center for Disease Control (CDC) funding and can be used by other organizations as they pursue obesity-related funding opportunities.

Participants worked in small groups to identify information and complete logic model worksheets related to each of four (4) identified outcomes. The following are verbatim responses provided by the small groups.

Outcome # 1: Food service guidelines to increase availability of health food in worksite & community settings (also impacts outcome #3)				
Activity: Expand “Try This” Commitment.				
Who	Status	How	Where	Funding

Try This Committee	Already Doing Expand	<ul style="list-style-type: none"> Expand the application to require a policy/guideline commitment 		
Activity: Utilize and align state plans (also impacts outcomes #2, 3, 4, and others)				
Who	Status	How	Where	Funding
All stakeholders		<ul style="list-style-type: none"> Align and coordination all existing state plans that have obesity-related strategies and activities 	Statewide	Funded
Activity: PEIA Health and Wellness Coordinators				
Who	Status	How	Where	Funding
PEIA	Already Doing Continue	<ul style="list-style-type: none"> Healthy food/vending options as part of an award process 		
WVU – Extension and Department of Agriculture	Already Doing Continue	<ul style="list-style-type: none"> Review a collaboration with local produce in vending “Produce Peddlers” 		
PEIA		<ul style="list-style-type: none"> Employee “Rethink Your Drink” expansion – pilot 		
Activity: Using programs to leverage.				
Who	Status	How	Where	Funding
WIC and BPH HPCD	Already Doing Expand	<ul style="list-style-type: none"> Expand “Rethink Your Drink” to leverage policy/food service guidelines 		
		<ul style="list-style-type: none"> 		
Activity: Gardening programs in K-12 and community settings.				
Who	Status	How	Where	Funding
Extension services, MU nutrition Education Program and possibly FRCs	Already Doing Expand	<ul style="list-style-type: none"> Sharing successes and challenges from existing programs Inventory of programs statewide TA from Bureau on the “how” – share information with other stakeholders Identify champions in communities Identify paternal partnering funding organizations 	<ul style="list-style-type: none"> Will be based on inventory results Determine where the need exists 	Funded, Funded but expires, and Requires new funding
Activity: Increase access & affordability of health food options.				
Who	Status	How	Where	Funding

Keep Your Faith	Already Doing Expand	<ul style="list-style-type: none"> • Permanent farmers market at Mary C. Snow Elementary • Produce pedal – pop up farmers (SNAP System) • Determine how to get produce into schools – (West Side grown) 	Community	
SNAP Ed	Already Doing Expand	<ul style="list-style-type: none"> • Food tasking and nutrition education • Attempting for concessions to start selling healthy options • Providing TA statewide 	Community	
CAMC	Already Doing Expand	Partner with Countryside Berries to collaborate using Community Support Agriculture (CSA)	Worksite and Community	
Catholic Churches	Already Doing Continue and Expand	Food pantries self-report chronic conditions. Able to shop for items (low sodium, etc.,)	Community	

Activity: Recognition of programs that detail (best practices) food service guidelines in different settings.

Who	Status	How	Where	Funding
Child Care Settings (ECES)	Already Doing Continue	<ul style="list-style-type: none"> • ECES that meet standards get annual recognition (through media, etc.) for meeting all best practices as outlined 	Statewide	Funded but expires, and requires new funding
Experts in health and education	Could Do	<ul style="list-style-type: none"> • Create best practices guidelines using national guidelines and adapt to WV 	Licensed ECES statewide	Funded but expires
Evaluation team/lead	Could Do	<ul style="list-style-type: none"> • Assign each location a recognition (gold, silver, bronze) 	Licensed ECES, worksites, schools, etc.	Requires new funding
Evaluation lead	Could Do	<ul style="list-style-type: none"> • Add recognition as an evaluation measure 	Statewide	Requires new funding

Activity: Food service guidelines

Who	Status	How	Where	Funding
Active Southern WV (Melanie Sider)		<ul style="list-style-type: none"> • Workplace wellness programming 		
PEIA		<ul style="list-style-type: none"> • Public worksite food service requirements 		
WV Food and Farm Coalition and Food Justice Lab		<ul style="list-style-type: none"> • Guidelines for local food purchase in institutions in addition to “healthy” food 		

WV food and Farm Coalition and Food Justice Lab		<ul style="list-style-type: none"> Incentive programs for workplaces to provide local food to employees from farms 		
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Activity: Food Service Guidelines

Who	Status	How	Where	Funding
Children 2-4 years old		<ul style="list-style-type: none"> Policies and nutritional information availability 	Childcare centers	Funded
Elementary, middle and high school aged children		<ul style="list-style-type: none"> Policies and nutritional information availability 	School system, hospitals, companies	Funded
University Extension and DHHR		<ul style="list-style-type: none"> Change consumer education-based guidelines (guide) USDA > AAP > others 	Nonprofits and recreation	
Wellness Councils		<ul style="list-style-type: none"> Training support for forming councils from Office of Nutrition, SNAP-Ed, Try This, Families Leading Change, Health Medical Associations, and university health systems Change institution byer behavior – best practices for menus, vending machines, concessions, etc. Change policy of institutions hospitals, schools, organizations, etc., by setting standards > state dietary > voluntary Pass resolution at the state level 		

Activity: Increase nutritional quality of foods offered in workplace and community.

Who	Status	How	Where	Funding
Active Southern WV	Already Doing Continue	<ul style="list-style-type: none"> Received funding for 6 counties to implement health “foods that fuel” 	Southern WV communities and workplaces	
NGK		<ul style="list-style-type: none"> Learn from their process and how they implemented “foods that fuel” 	Putnam County Toyota Plant	
Universities		<ul style="list-style-type: none"> Assess nutrition guidelines and offerings Assess availability at different shirts “foods that fuel” 	WVU, Marshall, and Shepherd	
Hospitals		<ul style="list-style-type: none"> Assess nutrition guidelines and offerings “food that fuels” 	WVU Health System and CAMC	
Food Banks		<ul style="list-style-type: none"> Increase nutritional quality of commodity boxes 	Statewide	

Outcome # 2: Supportive breastfeeding interventions (hospitals, community, worksites)				
Activity: Ensure Federal guidelines and supportive measures are in place.				
Who	Status	How	Where	Funding
		<ul style="list-style-type: none"> Ensure conference have access for breastfeeding and refrigeration – highly visible signage and brochures 		
WIC		<ul style="list-style-type: none"> Counseling for mothers/significant others a on call (call-line) Increased trainings 		
EMPower		<ul style="list-style-type: none"> Expand the baby friendly hospitals 		
Activity: Use existing systems to increase awareness.				
Who	Status	How	Where	Funding
		<ul style="list-style-type: none"> Peer counseling 		
		<ul style="list-style-type: none"> Early introduction at Health Departments, WIC, Hospital staff, schools, OBGYNs, etc. 		
		<ul style="list-style-type: none"> Insurance policy changes and enhancement regarding breast pump quality 		
		<ul style="list-style-type: none"> Media 		
Activity: Educate OB-GYN physicians about breastfeeding friendly practices.				
Who	Status	How	Where	Funding
The WV Breastfeeding Alliance and WIC	Already Doing Expand	<ul style="list-style-type: none"> Introduce breastfeeding friendly curriculum to the three medical schools in WV Provide ongoing continuing education for all physicians, nurses, etc. 	Schools of Medicine, capacity building conferences, and webinars	Funded and Requires new funding
The WV Breastfeeding Alliance, WIC, and WV Bureau for Children and Families (licensing)	Already Doing Expand	<ul style="list-style-type: none"> Work with Day care providers regarding provision of safe storage and use of breast milk and/or mothers coming to centers for nursing 	Provider capacity building sessions and educational providers for day care providers	
Activity: Increase education on federal regulations to employers (time allocation, room to pump, etc.).				
Who	Status	How	Where	Funding
Keep Your Faith	Could Do		Community and worksite	

SNAP ED	Could Do		Community and worksite	
CAMC	Could Do		Community and worksite	
Catholic Churches	Could Do		Community and worksite	

Activity: Adapt breastfeeding initiatives as Q1 process.

Who	Status	How	Where	Funding
Childcare centers		<ul style="list-style-type: none"> Support breastfeeding of infants at ECES 	ECES	Requires new funding
Worksites		<ul style="list-style-type: none"> Place and time to pump 	Worksites	Requires new funding
Hospitals		<ul style="list-style-type: none"> Baby friendly hospitals Q1 processed NICHQ, AAPE Q1 Health Insurance (HDLS measures) Lactation consultants 	Hospitals	Requires new funding
Churches, parishes, nurses, health workers, etc.		<ul style="list-style-type: none"> Community health workers trained to counsel, assist, and encourage 	Congregations	Requires new funding

Activity: Recognition programs for worksites, etc. from over-arching entity.

Who	Status	How	Where	Funding

Activity: Breastfeeding interventions.

Who	Status	How	Where	Funding
Health Associations, Employers/Worksite Wellness, Community Hospitals, Workers/Employees		<ul style="list-style-type: none"> Create nursing room breaks during work 		
WIC/Health Centers and other medical professionals		<ul style="list-style-type: none"> Hospital – coaching education 1 -1 Pre-OB support and post community support 		
Insurance Companies, Legislature,		<ul style="list-style-type: none"> Changing cultural mindset and support from community “Nursing Mothers Welcome” signs 		

Our Children Our Future				
Breastfeeding (Molly), pediatricians, and WIC (referrals)		<ul style="list-style-type: none"> • Equipment and financial • Fund cooperative 		
Same as above		<ul style="list-style-type: none"> • Insurance and support incentives 		
Legislators		<ul style="list-style-type: none"> • Transportation and our 26 birthing centers • More birthing centers 		
Legislature OCOFC		<ul style="list-style-type: none"> • Time off of work – post-partum 		
Hospitals and Medical School training		<ul style="list-style-type: none"> • Hospital policy to “room in” 		

Activity: Identify champions in each sector and spread awareness – Support breastfeeding practices and policies.

Who	Status	How	Where	Funding
Hospitals	Already Doing Expand	<ul style="list-style-type: none"> • Encourage hospitals to become baby-friendly breastfeeding hospitals 	CAMC Mon General already accredited	
Worksites	Already Doing Expand	<ul style="list-style-type: none"> • Increase breastfeeding supportive practices and policies <ul style="list-style-type: none"> – Extended family leave practices – Increase availability of lactation consultants – Use existing workplace designations 		
Home Visitors Serving Families	Already Doing Expand	<ul style="list-style-type: none"> • Offer Lactation expert and space/education to support breastfeeding policies to support stored pump milk 		
Child care staff	Already Doing Expand	<ul style="list-style-type: none"> • Educate students; support pregnant new moms • CDC/support for breastfeeding 		

Outcome # 3: Community planning and transportation interventions that support safe and accessible physical activity (connecting everyday destinations)

Activity: Use existing projects to develop state models.

Who	Status	How	Where	Funding
Juvenile (Dural)	Already Doing Expand	<ul style="list-style-type: none"> Using the Charleston Day Report as a project (model pilot) 		
	Already Doing Continue	<ul style="list-style-type: none"> Link with farmers markets and vending at other community centers – take it to the people 		
WVU Extension	Already Doing Expand	<ul style="list-style-type: none"> “Rethink Your Drink” campaign through websites/schools “filtered” water stations at schools – expand to policy adoption by schools as worksites 		
	Already Doing Expand	<ul style="list-style-type: none"> “Safe Routes to Schools” expand this – infrastructure needs New school designs 		
		<ul style="list-style-type: none"> 		
Parks and Recreation	Already Doing Expand	<ul style="list-style-type: none"> Rail Trails expansion and safety enhancements 		
		<ul style="list-style-type: none"> “Try This” 2nd stage grants 		
		<ul style="list-style-type: none"> Look at previous areas funded to determine current status and ability to expand (Main Street/Growing Healthy Communities, etc.) 		
		<ul style="list-style-type: none"> Farm to School Farm to Table 		

Activity: Utilize the Department of Tourism to enhance community interventions.

Who	Status	How	Where	Funding
PEIA	Already Doing Continue	<ul style="list-style-type: none"> PEIA collaboration with State Parks 		
Department of Tourism and Department of Transportation	Could Do	<ul style="list-style-type: none"> “Rethink Your Drink” at Parks and Department of Transportation Campaign and awareness 		
	Already Doing Expand	<ul style="list-style-type: none"> Try This expansion 		
Department of Highways		<ul style="list-style-type: none"> State planning – “Complete Streets” – law 		

Activity: Support the efforts of “safe biking” groups.

Who	Status	How	Where	Funding
Rails to Trails, Municipalities (pedestrian safety boards), private bike shops, Department of Transportation, parks and recreation, etc.		<ul style="list-style-type: none"> Community events focused on awareness Community meetings to discuss funding Seek designation of “bike friendly community” 	Municipalities, and parks and recreation	Funded, but expires, and Requires new funding

Activity: Increase number of walkable trails in West Virginia.

Who	Status	How	Where	Funding
Rails to Trails	Already Doing Expand	<ul style="list-style-type: none"> Expand rails to trails initiative 	Community	
City/local government	Already Doing Expand	<ul style="list-style-type: none"> Expand bike lanes and walkable infrastructure 		
		<ul style="list-style-type: none"> Revitalize downtown areas Walkability surveys to determine needs 	Community	Requires new funding

Activity: Strategies that work for WV to make physical activity more accessible (Christiaan has recommendations).

Who	Status	How	Where	Funding
Land-use clinic and WVU law school	Could Do	<ul style="list-style-type: none"> Educate land-use planners on connectivity 	Metro areas	Requires new funding
Walkability in communities	Could Do	<ul style="list-style-type: none"> Walkability assessment to develop plans for communities 	Communities	Requires new funding
		<ul style="list-style-type: none"> Education/awareness for bicyclists 		

Activity: Community Planning and Transportation.

Who	Status	How	Where	Funding
City Councils and DOT		<ul style="list-style-type: none"> Sidewalks and walkability 		
Land use and sustainable development law clinic		<ul style="list-style-type: none"> Community planning for walkability Ordinances/comprehensive plans 		
Professor of Public Administration		<ul style="list-style-type: none"> Community Planning for Health Initiative 		

– Margaret Stout, et al.				
Public Transit lines		<ul style="list-style-type: none"> • Public transportation to recreation areas for walking and exercising 		
City/County grants (public/private partnerships – Mon River Trail Conservancy		<ul style="list-style-type: none"> • Rails to Trails Programs • Morgantown? • How do you find it? • Maintenance 		

Activity:

Who	Status	How	Where	Funding
Bus systems		<ul style="list-style-type: none"> • Bus systems to include recreational spaces – include on route • Ensure bike racks on buses 		Low cost
Cities in conjunction with other stakeholders		<ul style="list-style-type: none"> • Share bikes at parks and other recreational areas 		

Outcome # 4: Physical activity and nutrition standards in Early Child Education Settings				
Activity: Enhance ECE efforts and training.				
Who	Status	How	Where	Funding
		<ul style="list-style-type: none"> Look at other plans (state, PA, ECE, etc.) and align efforts 		
		<ul style="list-style-type: none"> Need adequate training and education regarding PAN at the level 		
		<ul style="list-style-type: none"> Determine how we connect schools and ECE Train the Trainer model for ECE 		
		<ul style="list-style-type: none"> Celebrating Connection with more focus on physical activity 		
		<ul style="list-style-type: none"> License requirements for physical activity 		
		<ul style="list-style-type: none"> Examine DHHR payment policies 		
		<ul style="list-style-type: none"> Gift incentive – diaper company with kits 		
Activity: Physical activity and nutrition standards in ECE settings.				
Who	Status	How	Where	Funding
Choices Connect, MountainHeart, Catholic Charities		<ul style="list-style-type: none"> Resources and referral agency to provide training on these topics TA – competencies CEUs on physical activity and nutrition 		
KEYS, SNAP-ED, School Nurses, and Consultants		<ul style="list-style-type: none"> NAPSACC – self assessment/needs Set own goals in ECE settings 		
Division of Early Care and Education		<ul style="list-style-type: none"> Incentives for meeting standards Tier Reimbursement - meeting standards = higher reimbursement 		
KEYS		<ul style="list-style-type: none"> Providing resources (my plate, physical education equipment) 		
Activity: Recognition of tier-reimbursement system (QRS) working toward quality standards.				
Who	Status	How	Where	Funding
CDC	Could Do	<ul style="list-style-type: none"> Spectrum of opportunities 	ECES (all)	Funded and Requires new funding

Nurse specialists	Already Doing Expand	<ul style="list-style-type: none"> NAPSACC: Let's Move, I Am Moving, Choosing 	ECES (all)	Funded and Requires new funding
CAMC, KEYS, HPCD	Already Doing Expand	<ul style="list-style-type: none"> Key to a Healthy Start 	ECES	Funded but expires and Requires new funding
	Already Doing Continue, Expand, and Could Do	<ul style="list-style-type: none"> Determine how to get these into training, resource and referral, quality, and health educators 	ECES	Funded but expires and Requires new funding

Activity: Expand the KEYS 4 Healthy Kids natural play scape and community gardening initiative.

Who	Status	How	Where	Funding
KEYS 4 Healthy Kids, and WVDHHR (TANF, Family Assistance, etc.)		<ul style="list-style-type: none"> Based on the tiers that the ECE is in, provide technical assistance needed to prove the initiative Require more physical activity and nutritional standards options for more subsidies for higher tiers of certification Outreach and promotion of the necessary policy change Look at funding available to expand the KEYS project – educate facilities Investigate how this can benefit programming for abused and/or neglected children (shelter programs) 	Early Childhood Centers KEYS for Healthy Kids initiative sites	Require new funding

Activity: Increase partnerships and collaborations to expand and increase farmers markets.

Who	Status	How	Where	Funding
SNAP Ed and PFNEP	Already Doing Expand	<ul style="list-style-type: none"> SNAP eligibility work with families Community gardens and walking Smarter lunch room programs Pup-up farmers markets 		
Keep Your Faith	Already Doing Expand	<ul style="list-style-type: none"> Connecting with Food and Farm Coalition to increase capacity 		
Catholic Churches	Already Doing Expand	<ul style="list-style-type: none"> Increase capacity of food pantries 		
CAMC	Already Doing Expand	<ul style="list-style-type: none"> Berries and discount for employee to purchase healthy options 		

Activity:				
Who	Status	How	Where	Funding
Child care centers and 360 facilities		<ul style="list-style-type: none"> • Implement quality rating systems • Increase nutrition and physical activity standards 		
Family child care (N3500)				
Pre-K				

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Outcome # 5: Other Innovative Strategies				
Activity: Streamlined electronic record systems that flag obesity as a diagnosis and treatment is reimbursable.				
Who	Status	How	Where	Funding
		<ul style="list-style-type: none"> Uniform standard measures for obesity 		
		<ul style="list-style-type: none"> Greater Acceptance of obesity as a disease/diagnosis 		
Payors		<ul style="list-style-type: none"> Facilitation of prevention obesity measures payment 		
Activity:				
Who	Status	How	Where	Funding
		<ul style="list-style-type: none"> Expand “Integrated Academics” 		
		<ul style="list-style-type: none"> Bolster work site wellness training (700) across state government/training needed on policy changes 		
		<ul style="list-style-type: none"> Healthy communities awards – healthy lifestyles code utilized 		
Activity: Increase West Virginians’ use of health-related APPs and technology.				
Who	Status	How	Where	Funding
WVU Health Science Center, Tech companies, and WV Bureau for Public Health		<ul style="list-style-type: none"> Initiate a pilot that uses public/private partnership to share the technology with a designated community 	Clinical settings and Private partners	Requires new funding
Activity: Increase awareness of sleep activity to promote energy and reduce impact of chronic disease.				
Who	Status	How	Where	Funding
DOE		<ul style="list-style-type: none"> Work to improve school start times Work to raise awareness in PTO to educate parents on inadequate sleep and how it relates to chronic disease 	Community	
DHHR BPH		<ul style="list-style-type: none"> Participate in fairs and school education opportunities for children and families 	Community	
Activity: Connecting Kids and ECES to farmers markets.				
Who	Status	How	Where	Funding
ECES				
WVU Extension				

Worksites				
Schools				
Activity: Develop a WV physical activity plan with a focus on land use and community.				
Who	Status	How	Where	Funding

Next Steps, Checkout, and Adjour

Jamie and Jessica thanked participants for their time and commitment to the good health of all West Virginians! Jamie asked participants if they wanted to meet again before the Southern Obesity Conference. Participants expressed that they were confused about the overall purpose for the meeting in general, and specifically about their role for the SOS and next steps. A recommendation was made that the pillar groups meet again at the Try This conference in June to continue planning entirely focused on the SOS.

The Host Committee will meet to determine the next steps for planning for the SOS and for continuing the groups’ collective work beyond the summit. Communication regarding next steps will be sent to participants in the near future.

Host Committee members will also synthesis the various draft vision statements and develop one statement for the group to consider, revise (if needed), and adopt to guide the groups’ continued work beyond the SOS.

Session Feedback

Participants provided feedback on the session using the “plus/delta” format to record their responses on note cards answering the two following questions: What went well with the session? What would you change to improve future sessions? The following are verbatim responses recorded on note cards:

What went well with the session?

- Good networking with people that have the same vision
- Great group of people involved
- Vision activities
- Engaged key stakeholders
- Compassionate people
- Good place to meet
- Participatory folks
- Positive ideas shared
- Specific ideas were identified for the future
- Fabulous people!
- Productive work time because of experienced facilitator!
- Good networking
- Great ideas generated
- New partnerships made

- Good networking
- Sharing of ideas
- Great meeting location and great food
- Nice opportunity to network and brainstorm
- Great groups of people
- Good structure of the day
- Fast rapid planning was very effective
- I liked the pillar group ideas
- The worksheets are growing on me
- Enjoyed the discussion and meeting new people
- Staying on time with the agenda
- I am new, however I enjoyed all of the materials covered – excited about learning more
- Great members
- Time spent in pillars
- Good balance of who is here
- Good use of time
- Collaboration
- Focus
- Process
- Strengths and opportunities
- Getting like-minds together
- Good to meet new folks and share ideas
- Collaboration
- Valuable discussion having so many perspectives
- Positivity among a partners/sectors ☺
- Lots of great people at the table
- Location
- Time for conversation
- Groups together to share a vision
- Nice job brainstorming
- Group work

What would you change to improve future sessions?

- More networking time
- Clarity about purpose (I am still not sure how the pillars figure into SOS) – Prayer Pillar
- Be more specific with clearer objectives
- Clearer goals
- Share agenda prior to the session
- Make purpose of meeting more clear in advance
- More partners at the meeting
- More clear understanding of what we are trying to accomplish
- Be more clear about the purpose of this group – a lot of uncertainty and questions
- Unclear on my role and the goal of this meeting
- Clear purpose and action items identified for the meeting
- Provide clearer direction and outcomes or expectations of participants
- Vision of the day was not clear – WV vs. SOS

- Have a clear delineation of co-chairs and a specific ask of what they should do next
- Get a copy of all the “plans” (physical activity, cancer, etc.) in one place as tools to reference
- Clearer objectives
- Clearer understanding about what the meeting is about – agenda prior to the meeting
- Maybe more concrete information about what has been done and what is being done
- Better description of the CDC grant opportunity
- More time to achieve assignments
- A bit more clarity about our work (big picture) and future activities
- Still don’t understand what we are doing and I didn’t realize the time commitment
- Meeting was very disconnected with no clear outcomes or expectations and it was way too far to drive for a one day meeting
- Not reporting out for summit pillars
- Needed an overview of SOS at the beginning with workgroups roles and responsibilities
- Summit planning needed more attention/exploration
- No clear motive – misunderstanding
- More community partners
- More specific goals of meeting – how these ideas are going to be implemented and what’s going to happen with these ideas we spent the afternoon coming up with