Together We Can – Health Improvement Council

Date: March 7, 2013  
Time: 9:00 a.m.  
Location: Clare-Gladwin RESD, 4041 E. Mannsiding Road, Clare, MI 48617

Present: Alison Fegan, Dag von Lubitz, Debi Harvey, Dennis Cantrell, Gary Billotti, Gretchen Wilbur, Heather Cole, Holli Fehrenbach, Jim Moreno, Julie Wright, Lisa Cross, Marie Helveston, Mary Kushion, Maryann McLean, Melissa DeRoche, Melissa Steiner, Natasha Allen, Noreen Rechlin, Pam Millhisler, Patti McNeilly, Sarah Kile, Scott Miller, Veronica Romanov

Guests: Akia Burnett and Dawn Rodman

1. Welcome and Introductions  
Meeting began at 9:06 a.m. M. Kushion welcomed everyone and introductions were made. M. Kushion asked for agenda changes; none were given.

2. Review/Approval of the February 7, 2013 Meeting Minutes  
With no corrections stated, M. Kushion stated that the meeting minutes are approved and will be posted on the Together We Can Team Room and on the Central Michigan District Health Department’s website (www.cmdhd.org).

3. Summit, Facilitator/Spokesperson Training and TWC Awards  
M. Kushion stated that flyers are available for the 4th Annual Public Health Summit and the Facilitator/Spokesperson Training. 50 people have registered thus far for the summit. Agenda items include: presentations by: Melissa Kesterson, Master Gardener, Lt. Governor Brian Calley and Dr. Craig Thomas, Centers for Disease Control and Prevention; Together We Can! Facebook and webpage presentation; Community Transformation Grant update; 4 x 4 plan app launch by Dr. Candice Gibson; and presentation of Together We Can! awards. Some awards are coming in, but we would like to have more. Please email adunn@cmdhd.org or call (989) 773-5921 ext. 8413 to register. The Facilitator/Spokesperson Training will be conducted by Jan O’Neill from the University of Wisconsin Population Health Institute. You can also contact Allison Dunn to register for this event. Cost is $20 per person.

4. Community Transformation Grant Name  
M. Kushion stated that last month, V. Romanov requested that the TWC HI Council members come up with a name for the new grant. H. Cole stated that internally, the staff has been calling it CTG Project. V. Romanov stated that the current name is Together

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We Can Transforming central Michigan Communities Project. After multiple suggestions, it was decided that the grant would be referred to as the Together We Can Transform Communities Initiative.

5. Priority Area Plan Revision Work Session
M. Kushion provided the Council members with 35 – 40 minutes to work on their priority areas.

6. Member Updates
**Michigan Roundtable for Diversity and Inclusion (MRDI) – Elizabeth Husbands**
- The MRDI is a 72 year old organization and works with many to increase diversity efforts. Programs offered range from Youth program to a competency training for Fortune 500 companies. The Truth commission in Detroit is looking at housing projects in Detroit with regards to segregation and what has been the ramifications. A community forum happens every Friday. Elizabeth manages the Equity Network. Looking to link organizations, people across the state regarding equity, social justice and cultural diversity. It is a place for anyone to be a part of and to find education, support, etc. that contributes to the greater good. Conference next Thursday, Friday and Saturday in Lansing at the Kellogg Center. A variety of sessions offered. [www.miequitynetwork.org](http://www.miequitynetwork.org) (Conference agenda). “Struggles and Triumphs of People of Color in Michigan” report will be shared at the conference.
- Elizabeth serves on the board on the look-alike FQHC, Isabella County Human Rights Committee (a mechanism that feels that their rights have been violated), and Isabella County Roundtable for Diversity and Inclusion (formed 3 years ago). Assessment identified 4 areas for improvement (deficits identified). Issues of access to health care, issues of respect, issues of how people were treated with uninsured/insured. Improvements have been made. An education committee also exists that looks at how the MP schools handle inclusiveness and diversity. Want to make the school district welcoming to all students.
- What can we do to make our state a better place? D. von Lubitz recommends promoting the element of giving people access to health services, regardless of their backgrounds.

7. Michigan’s 4 x 4 Plan and Mi-Healthier Tomorrow – Dawn Rodman and Akia Burnett
- The Plan was launched last year. Governor’s vision is for all persons in Michigan to have access to affordable health care and resources in their communities. Methods have changed for BRFSS to now include cell phone calls. 1995 – Rate was 15%; now 31.3% for obesity in adults. Rate of obesity has been increasing. Impact on economy has to do with health and quality of life, cost of health care

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for businesses. 3 billion dollars right now cost to the state and if it doesn’t change, we are looking at 12.5 million.

- An Obesity Summit was held in September 2011 where the 4 x 4 plan was initially formed. Experts came together, found out where the gaps were; information was shared at the Summit. The Governor gave his message as to what he felt the vision should be.
- Tool is simple
  - 4 Key healthy behaviors
  - 4 Key health measures
  - www.michigan.gov/mihealthandwellnessdashboard and www.countyhealthrankings website are their two resource areas.

A multimedia statewide campaign has been implemented. The state is encouraging local coalitions throughout the state to promote the plan and they are engaging professional and trade organizations and departments from the state to help coalitions implement plan, create state structure to support multimedia campaign, energize and connect the local and professional coalitions, and to seek funding to finance plan.
- Multimedia statewide campaign is MI Healthier Tomorrow
- Together We Can! is an engaged coalition

State structure and staff has been created to carry this forward. Added strategies to plan: state legislation and local policies, changes in communities, changes in school and childcare settings, worksite wellness programs, engaged healthcare community, programs to reach vulnerable populations.

Aligns with Institute of Medicine Recommendations:
- Make physical activity a part of life, create environments for healthy food and beverages, transform messages about physical activity and nutrition, expand role of healthcare providers/insurers/employers in obesity prevention, make schools a focal point for obesity prevention.

First year implementation
- Media campaign
- Implemented community coalitions
- Partners identified
- Within MDCH, maintain infrastructure to support the 4 x 4 plan and support coalitions and partners
- Seek funding for 18.25 million for the 1st year

Engage healthcare
- Encourage providers to provide patients with 4 x 4 information
- Encourage providers to provide counseling and refer to community resources
- Offer products to health care purchases that include incentives to practice 4 x 4 plan
- Promote recording of BMI in the MCIR for children

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Working with businesses
- Promote healthy environments
- Develop worksite policies to create opportunities for employees to be more active
- Develop nutrition standards
- Encourage employments – DHEW
- Develop award system for implementing 4 x 4

Schools
- Implement nutrition standards
- Improve physical education, health education and nutrition
- Encourage updated nutrition standards for early learning
- Healthy food options – encourage schools to offer
- Department of Ed and MDCH will continue to work together

Trade/Professional
- Wholesale and retail food companies
- Restaurant Associations
- Business Associations
- Parent Teach Associations/Principal Association
- Weight Management Programs (i.e. Weight Watchers, hospital based clinics, weight loss Michigan based franchises)
- Universities
- One more

Statewide campaign:
- Reinforce the 4 x 4 plan to reduce obesity and maintain healthier lifestyle
- Encourage every Michigander to adopt the 4 x 4 plan
- Pledge to lose 10% of body weight
- Motivational message sent twice a month via mobile phone or email (opt in)
- When you pledge, and you provide an address, you will receive a kit.
- Campaign components: radio, website, facebook page, TV, free weight loss starter kit, tip sheets and newsletters
- 10% reduction in weight loss provides improve health benefits
- 75% of healthcare spent is related to chronic illnesses rooted in obesity.

A. Burnett stated that:
6 coalitions are funded under this initiative through the MDCH
Coalition strategy examples: expand community gardens/farmer’s markets that benefit schools, businesses and communities/work with food procurement policies/work with existent food outlets to improve selection of fruits and vegetables in low income communities.
Coalition strategy examples (Physical activity): implement non-motorized infrastructure, facilitate safe neighborhoods to promote physical activity, work with community non-

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profit and faith based organizations to offer low or no cost physical activity options. (i.e. walking group at a mall)
Coalition strategy (worksite wellness) – increase number of employees who are active during the day, establish policies that provide appropriate space for breastfeeding, develop recommendations for healthy food/beverages offered at meetings, parties and snacks.
Coalition strategy (implement local community wide campaigns) (i.e. promoting a campaign for Native American population).

M. DeRoche - Each of the HIP groups and the TWC HI Council has implemented different 4 x 4 plan goals/strategies in their specific plans.
Dag inquired as to sustainability of funding for this project. D. von Lubitz believes TWC is the best example of collaborative teams. He also stated he believes TWC is a group made up of health and non-health representatives that have made great strides in the next 2 ½ years.
J. Moreno: Tobacco Settlement money – is that funding available? At this time, A. Burnett states “no”. The strategies will come from the tobacco section.
D. Rodman stated there are partner tools available and she will send it to Mary to incorporate into the TWC and CMDHD websites.
M. McLean – is there evidence based that one on one health coaching is better than a group setting? Which has better outcomes? D. Rodman stated that both strategies are being used. One of the MDCH workers is currently working on this. D. Rodman will point M. McLean to the person at MDCH. S. Leibfritz states that MidMichigan Health is currently working on implementing group appointments and educational efforts.
D. von Lubitz asked if there public access to your evaluation metrics? According to A. Burnett an evaluation plan exists, but not currently available to public.

A. Burnett states that this replaces the Michigan Healthy Eating and Physical Activity Strategic Plan. The original plan addresses only nutrition and physical activity, whereas the 4 x 4 plan adds strategies to combat obesity.

V. Romanov stated at last year’s summit, she was enthused as to how so many of the objectives align with our TWC objectives. When writing the CTG, we utilized the 4 x 4 plan as a reference. V. Romanov indicated she looks forward to having MDCH share the tools with regards to this 4 x 4 plan with our TWC initiative.
V. Romanov discussed Community Supported Agriculture- a subscription for this – would like consideration for low-income recipients to access this resource.
D. von Lubitz asked if MDCH looked at average food stamp allotment in Michigan and compare it to price of fruits/vegetables locally? Mothers are purchasing macaroni and cheese instead of fruits/vegetables due to limited funding resources.

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8. Adjournment
The next meeting will be on Thursday, April 4, 2013 at 9:00 a.m., at the Clare Gladwin RESD. Meeting was adjourned at 11:05 a.m.

Respectfully Submitted,

Melissa DeRoche

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