

Health & Wellness Workgroup Meeting Agenda

DATE April 17, 2012

TIME 3:00 pm - 5:00 pm

LOCATION Land-of-Sky Regional Council Offices, Asheville, NC

MEETING MINUTES

Introductions & Warm-up: *What would you hope to be true for this region (or for your kids) 20 years from now?* (10 min)

Marian Arledge, Buncombe County Health Dept. – walk safely and eat fresh foods on any given day

Tracy Ash, Land-of-Sky – graduate from college, move back here, have employment and beauty

Deana Stephens, Madison County Health Dept. – have all the resources available to live a long, happy & healthy life

Carolyn Dorner, WNHC – I want them to be able to own a home in Buncombe Co. (i.e. Make enough money here to own a home here. Work here and live here...)

Alex Mawhiney, Lifestyle Support LLC – grandchildren to live in a sustainable community, live a lifestyle that is gentle to the earth

Rebecca Chaplin, Land-of-Sky – mutual support, neighbors helping neighbors

Sarah Thatch, NC Center for Health and Aging – know neighbors and know phone numbers to help one another

Brett Sculthorp, ARP, Center for Recovering Economy – Integrative Community where there is a lot of sharing and cohesion

Susan McDonald, YWCA – Pedestrian-friendly communities, better mass transit / round the clock bussing; ability to live without a car

Phil Bisesi – Social Justice, sidewalk, whole foods/ real foods, so I can get from my house to the bus

Linda Giltz, Land-of-Sky – pedestrian-friendly community, rich network of greenways and sidewalks; also maintain natural beauty that surrounds us – mountains, farmlands and forests

Stacy Friesland, Land-of-Sky Regional Council – Enjoy natural resources and pedestrian-friendly and this will be a place that supports healthy choices and lifestyles

Julie Lawhorn, CareShare – natural environment, social equity for health resources

Robert Ford, Hot Springs Health Program – keeping the qualities that brought us all here and improving on some of the deficits, maintaining the family farms and the other cultural assets

Mark Corbett, Rich-Heart music – family enjoying Asheville and staying here

Gaya Erlandson – Neighborhoods around Asheville transformed into competent caring compassionate communities; community-based education; community-based health care centers



1. Project Update

Linda provided an overview of the workgroup process including:

- **Steering Committee** – Linda shared steering committee selections (also available on the GroWNC [website](#)). Robert Ford is the steering committee representative from the Health & Wellness workgroup and Gibbie Harris was selected as a “community at-large” steering committee representative.

Robert stated that it is a good group of engaged individuals with a clear understanding of the overlapping nature of goals. Robert said that this will be a good challenge and he will do his best to represent us all well and attend as many meetings as possible.

- **Consortium membership** – will be updated [online](#) weekly

- **Results of workgroup composition assessment** – the group did not request to see the overall representation, Carolyn asked about representation from Haywood County and the Latino/ Hispanic community. Linda indicated that there was representation from both and we need more representation from the Hispanic Community. Linda also indicated that our composition is most relevant when seen in relationship to the region’s demographics.

- **Public meeting schedule, workgroup member roles and other volunteer opportunities** – Purpose of community meetings is to check-in with the community and incorporate their ideas into the vision and goals we have drafted. Linda reviewed the café style layout and process for the community meetings (see related hand-out), with someone from the workgroup representing our workgroup at each meeting. Linda invited members to consider volunteering at the event – identifying locations for flyers, disseminating flyers, calling community leaders, representing our workgroup at the event, etc. It will be a drop-in format and there will be a place for children.

3. Review and discuss Health & Wellness Goals and Objectives (30 min)

Marian reminded the group of the 20-year perspective for GroWNC and reviewed the goals and objectives.

Marian also introduced a quadrant as a tool to digest the goals and discussion. The horizontal axis ranges from treatment on one end to optimal health other the other; the vertical axis ranges from individual to community

		Community	
		Organizational	
<i>Treatment</i>	<i>Prevention</i>	<i>Health Promotion</i>	<i>Optimal Health</i>
		Familial	
		Individual	

as the appropriate or targeted level.



Marian indicated that many of us the goals fall in the upper-right hand corner, but she does not want to alienate those who have a more treatment / individual perspective.

Sarah reminded us that the 20-year perspective is not the only element that is distinct to this project; part of what makes this project distinct is its tie in to the built environment (as it is funded by EPA and HUD); there are other organizations such as WNCCHS and Triple Aim working on the individual level. Therefore it is appropriate for us to focus on health promotion at the community level.

Brett indicated that the higher we go in this matrix the more leverage we have; we are moving from thinking from the individual/treatment quadrant towards the optimal health and community quadrant.

Mark and Gaya were in agreement with greater resilience being developed by being in the upper-right hand quadrant.

Alex observed that there was an emphasis on neighbors and mutual support; this is a cross-section of individual to the community level.

Specific suggestions to current draft of goals: Phil added that we might want to add to (1a) EASILY ACCESSIBLE to the Affordable transportation; (1b) High air and WATER quality.

Phil indicated an overlap between these areas of interest and an affordable access to medicine. A healthy community includes social inclusion at all levels also would request that (2e) include integrated medicine.

Kristen asked for clarification about work environments and it was determined that this was an example and we would want to include other environments like faith-based groups, schools, etc. This will be added to our existing goals.

Julie noted an underlying current of sustainability, integration, social cohesion are *important values that guide our work* rather than a specific goal and objective. Integration goes under one, two and four.

The group then moved into a discussion about how to organize the goals for the community meetings:

Concepts

- Carolyn spoke to the alignment of these goals with the federal government's goal of also working towards this upward swing into population health (through health care reform act); it aligned with our group's initiative.
- Mark encouraged us to focus on the benefits of happiness and social cohesion on health; working to create systems that make people happier and thereby healthier.
- Gaya spoke to longevity studies that indicate that the common denominator is good relationships within community. Gaya recommends abccinstitute.org (Asset-based Community Development Institute). Our main assets are the the people, community, wisdom and skills.



- Stacy Friesland shared a “ground-up” perspective suggesting that we can forget about those who are going to help us get us there and suggest we stay tuned into healthy equity.
- Brett stated that perhaps social cohesion and health equity may be connected. Social cohesion may lead us to the health equity.
- Brett introduced the idea of disease and health on the horizontal axis and languishing and flourishing on the vertical axis. We could have a disease and be flourishing or have health and be languishing.
- Brett suggested developing a model of moving to optimal health.

Organization / Order

- Marian suggested using our time to move toward specific goals and objectives
- Sarah indicated that we could go for just number one and integrate social cohesion into number one.
- Marian suggested that social cohesion and health equity are values and may be integrated into all other goals and asked the group if they agreed. There is also momentum for this within program that are already underway (e.g. Office of Minority Health and Community Transformation)
- Linda indicated the need to have something to share with the public. Good to start thinking about how we will address these. It may help for us right now to ask – do these goals make sense? Do we agree with them?
- Brett wondered how important they are in terms of what people are going to do.
- Linda clarified that we want to have data, issues and goals to share, for information and feedback. Want to get the public excited being involved in creating this future.
- The group did not oppose maintaining the goals and objectives as listed with the aforementioned additions.
- Deana suggests that we need to relate this information in a more understandable way. The group decided to include a “Vision Statement” that will make more sense to the community.
- A vision statement would provide more of a ‘hook’ to get people interested.
- The following vision statement was suggested as an adaptation of one that is used for Buncombe County. “Creating a community where neighbors support each other and everything you need to live a healthy and full life is readily available where you live, learn, work, play and pray.”

Presentation to the Community

- Deana suggested plugging into the participants’ visions.



- Kristen suggested that we not outline what they want and don't come across as "here's what we are going to do for you." Make sure we have the people who represent the communities that we serve attend these meetings.
- Marian suggested that we frame goals as part of the vision rather than goals – simple readability.
- Gaya suggested that we include the goals that were already generated as well.
- Linda spoke to the objective of the public meeting to acknowledge the thinking that has been done and requesting input from the public and reminded us that the community meeting is one piece of the process and not the only opportunity to solicit input.
- Rebecca suggested we share the vision and goals with the community. The attached draft includes the Vision Statement, goals and objectives.
- It was recommended that we send the Literacy Council a draft for their comments and suggestions.

Interactive Presentation Components

The following suggestions were made to have an interactive station at the community meeting.

- Carolyn indicated that it would be interesting to have the languishing and flourishing chart and people can indicate their place on the chart.
- Alex suggested acrylic overlays for sharing information.
- Gaya suggested considering Maslow's hierarchy of needs as a model for sharing these goals as a context for flourishing. Six work groups could use Maslow's Hierarchy of Needs.
- Capture people's perspective with dots and interacting and indicate demographics

The meeting adjourned at 5pm. Rebecca indicated that participants would receive follow-up communication and next steps via email.