



Newtown CHAT Meeting Summary North County Library November 22, 2011

Present: Barbara Powell-Harris, Audrey Lee Mayes, Roberval Francois, Michael Paragon, Trevor D. Harvey, Barbara Langston, Valerie Buchand, Katie Leonard, Kari Ellingstad, Diane Ramseyer

Welcome and Introductions

Guest Chair, Trevor Harvey, welcomed everyone and introductions were made.

New Items

Guest Chair Approach- Diane Ramseyer shared that "Guest Chairs" will be invited through the coming year to chair the meeting. This will help build partnerships with new groups and organizations in the community, as well as greater awareness of what is happening both in the CHAT and the community as a whole.

We will also be following a meeting plan which will help the guest chairs step easily into the meeting.

Action Plan

Trevor read the Vision and Mission of the Newtown CHAT to start the discussion and updates.

GOAL 1: Increase availability and access to healthy, affordable foods in Newtown/North Sarasota

Objective 1.1: Increase the number of food retailers selling fresh fruits and vegetables to 3 by July 2012

Objective 1.2: Increase the number of WIC-certified food retailers in Newtown/North Sarasota by 2 by July 2012

Objective 1.3: Support Extension in launching a program (such as the SNAP double-value coupon program) to increase affordability of fresh fruits and vegetables at food retailers and/or farmers markets in Newtown/North Sarasota by Jan 2013

Objective 1.4: Increase the number of food retailers advertising healthy foods by 4 in Newtown/North Sarasota by July 2012

What have we learned and what has happened since last meeting?

- Diane shared updates on what has been learned with regard to the "Healthy Corner Stores" initiatives throughout the country. A workbook has been compiled and includes various best practices and toolkits created by other communities to foster "Healthy Corner Stores" An example of marketing material which explains the benefits of becoming a healthy retailer, including assistance and resources provided to the retailer (from a community organization similar to the CHAT) was shared with the group.

***Vision:** Newtown will be a community of healthy, active citizens.*

***Mission:** The Newtown CHAT works to improve the health (both mind and body) of the Newtown community through advocacy and action to increase the availability and affordability of healthy foods, support physical activity, and build awareness of resources and information to support healthy living.*

- We also became more familiar with the some communities and neighborhoods are helping increase WIC and SNAP serving retailers. While the actual WIC and SNAP programs cannot solicit new vendors, several communities have developed community advocates who are trained in the application process and help retailers walk through the application and review process.
- We also learned that the “double coupon” programs used in several other Florida communities and nationally, are not restricted to farm markets. It is dependent upon the local sponsor and how the community develops it.
- Kari shared about the Healthy Weight Collaborative. Sarasota County has been selected as 1 of just 10 teams around the country to participate in this effort to develop and test strategies to prevent and treat obesity. The team (led by CHIP) is already working with the Child Health Center and Emma E Booker, and would like to support the CHAT in achieving goals of the action plan. The CHAT plan aligns very well with the goals of the Healthy Weight Collaborative.
- Katie shared summary from the Food Retailer Audit (as reported last June). As we discussed specific objectives regarding getting more fruits and vegetables sold in grocery stores in Newtown/North Sarasota, Valerie Buchand reminded the group that we also needed to support the existing farm stand that is located in the community.

What do we need to know?

- Is there a community bank which would be interested in partnering as a sponsor for a double coupon program?
- Is there an opportunity for a Newtown Credit Union that could reinvest in healthy community projects?
- Who can help draft a business plan for the double couponing? – Could SCORE be a resource?
- How much are retailers subsidized to place alcohol and tobacco signage in windows? This is needed information if we hope to advocate for healthy signage instead.
- Is the farm stand something that could be promoted throughout the community?

What do we need to do next?

- Focus January meeting on Healthy Corner Store opportunity and identifying local resources.
- In February, the plan will be to invite retailers to hear about the benefits of being a Healthy Corner Store, and how the CHAT can help them. Group also discussed presenting to the City Commission on this project.

GOAL 2: Create awareness about distressed properties and their effect on environmental & physical health (PACE-EH)

Objective 2.1: Increase public information about environmental health issues from homes in 5 public locations by Jan. 2011

Objective 2.2: Rehabilitate properties to reduce the number of non-code compliant homes by 1 by January 2012

What have we learned and what has happened since last meeting?

- Katie briefly described the PACE-EH initiative and gave an update. They have prepared a display for the North County Library.
- January 21st will be a Healthy Home event at Robert L. Taylor Community Complex.
- They have begun the process of raising funds (\$50,000) to rehabilitate a community home using the 7 basic steps for a healthy home. Easter Seals is the fiscal agent.

What do we need to know?

- Any ideas regarding ways to help raise donations for the renovation project are welcome.

What do we need to do next?

- Help spread the word about the January 21st Healthy Home Expo.

Vision: Newtown will be a community of healthy, active citizens.

Mission: The Newtown CHAT works to improve the health (both mind and body) of the Newtown community through advocacy and action to increase the availability and affordability of healthy foods, support physical activity, and build awareness of resources and information to support healthy living.

- Help spread the word about the need for donations for the renovation project.

GOAL 3: Decrease community violent crime by increasing lighting levels and police visibility, and by raising awareness of the negative health outcomes of violence (PACE-EH)

What have we learned and what has happened since last meeting?

- The PACE-EH group is also working on this goal. They have been working on plans for a police athletic event at Robert L. Taylor February 25th to help build positive relationships between youth in the community and police.

What do we need to know?

- Project is in place, committee has its plan set and in action.

What do we need to do next?

- Assist in getting word out to youth and community – get flyers

What else is going on? (Announcements)

- Barbara Langston asked for the CHAT to consider holding one meeting combined (CHAT general meeting and PACE-EH subcommittee meeting), and hold during the day. Some at this evening’s meeting cannot attend daytime meetings.
- PACE-EH meets the 1st and 3rd Wednesday of each month at 10:15 am.
- Orange Blossom Community Garden will be having day of service on Dr. Martin Luther King, Jr. Day in January.
- There is a digital magazine and newsletter with a focus on Sarasota – Rise Magazine- www.RiseMagazineWeekly.com .
- Barbara Langston shared work being done to help community members be more involved in programming with Robert L. Taylor Community Complex. She emphasized that the CHAT needs to have a role, but that the city has not been open to having the CHAT involved.
- Kari shared “5-2-1-0” posters to be distributed in the community. This is a social marketing campaign as part of the Healthy Weight Collaborative and Healthy Sarasota.

***Because of holidays – there will be NO December Newtown CHAT
Next Meeting is January 24, 2012 – North County Library***

CHAT is the Community Health Action Team –
<http://www.chip4health.org/newtown.htm>
 For More Information – newtown@chip4health.org

Vision: Newtown will be a community of healthy, active citizens.

Mission: The Newtown CHAT works to improve the health (both mind and body) of the Newtown community through advocacy and action to increase the availability and affordability of healthy foods, support physical activity, and build awareness of resources and information to support healthy living.