

MHHEAC
Policy/Legislative Subcommittee Meeting
September 15, 2010
Telephone Conference Call
10 a.m. EST

MHHEAC Attendees: Portia Cole, Lucie Ferguson, Claudia Tellez

MHHEAC Absent: Maria Conley

OMHHE: Susan Triggs

Public Attendees: None

Welcome: Attendees were welcomed by the Chair

Approval of Minutes: Minutes of the March 24, 2010 meeting were approved.

Flu Season and Vaccine Delivery

Susan Triggs told participants that Public Health Emergency Response (PHER) is asking for recommendations to be developed and sent to the Commissioner by September 29, 2010. Participants brainstormed the following ideas:

- Use text message alerts like schools do for students and parents
- Put information in
 - Supermarkets
 - Barber/Beauty shops
 - Churches
 - Media/Flyers (hard copy and electronically)
- Hit people from many different angles
 - Sororities/Fraternities
 - Rotary, Moose Clubs
 - Mommies Networks
 - AARP
 - Homeless networks
 - Places where people congregate/hang out
- Kaiser Foundation minority sites have suggestions

Childhood Obesity

Subcommittee members discussed the fact that there is a lot of money available around this issue and discussed the desire to make sure some of this money is made available for programs that serve poor and minority populations that experience the highest rates of obesity. It was suggested that Virginia Tobacco Settlement Foundation money may be available through some of the local health departments in Tidewater and areas in Southern Virginia. Even though only ten grantees have been selected for these monies, it is important to mandate that much of the funding be used where the highest rates of obesity exist in the funded health districts.

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Members suggested that legislatively the Virginia General Assembly can be asked to designate certain percentages of the money in these areas to these targeted populations. The Virginia Healthcare Foundation and the Virginia Joint Commission Healthcare Subcommittee would also be impacted regarding the designation of these dollars. **Portia Coles will connect with Dr. Michelle Chesser**, who focuses on critical healthcare policy issues and has been instrumental in presenting prescriptions for change around policy (presented to legislators) about how funding is being disseminated. The question was also raised about whether we could align some of the MHHEAC priorities with some of the priorities of the Joint Commission. **This question will be brought before the larger MHHEAC group.**

Members are also interested in having as a priority Health Promotion: Nutrition and Physical Activity. It is important to make nutrition counseling available to everyone and provide links to Parks and Recreation facilities/activities. Communities must be more walkable. **Portia Coles will research First Lady Michelle Obama's tool kit** for states. **Lucie Ferguson will research Virginia First Lady Maria McDonnell's obesity prevention program.** Both subcommittee members will report their findings via e-mail.

Subcommittee Structure

Claudia Tellez announced that she has been promoted to Executive Director of the Medical Society of Northern Virginia and that she can no longer serve as Chair of the Policy/Legislative Subcommittee or even continue on the subcommittee. The **announcement will be made at the MHHEAC meeting** on October 12, 2010. **Claudia will provide the Policy/Legislative Subcommittee Overview** she presented to new MHHEAC members during the New Member Orientation to all MHHEAC members. Members will be recruited to participate on subcommittees.

Public Comment

None

Meeting Adjourned

With no further business to be discussed, the meeting was adjourned.

Next Meeting

Date and time to be announced.

Submitted by Susan L. Triggs, MPH, RN