



Membership Meeting Minutes
March 1, 2010; 1:30 pm – 3:30 pm

Attendees:

Olympia Friday (Be Active)
Holly Wilson (ECU Grad)
Laura Edwards (DPH)
Roxanne Leopper (First Health)
Lexi Wolf (DPH/PAN)
Ann Staples (DPH/TPCB)
Laura Parkinson (ACS)
Jenna Sorrells (NCAAHPERD)
Judy Martino (NCAAHPERD)

Ron Marrow (NCAAHPERD)
Nathan Acosta (NCAAHPERD)
Nick Dean (NCAAHPERD)
Pam Highsmith (Poe Ctr)
Jim Martin (DHHS/DPH)
Tracy Bates (DHHS/DPH)
Dick Rosen
Chuck Stone (SEANC)
Peg O'Connell (CFS Inc.)

Willona Akingbade (Council of Churches)
Sally Herndon Malek (DPH, Tobacco Branch)
Betsy Vetter (AHA)
Ashley Bell (AHA)

Staff Present:

Pam Seamans
Jennifer Park

Meeting was called to order at 1:35p.m. by chair, Betsy Vetter.

Welcome and Introductions

The Chair noted that meeting documents were available at the end table. Members introduced themselves to the group. Ashley Bell, a long time member of NCAH, was introduced in her new role as American Heart Association national consultant. Betsy presented Ashley a drawing of her pet dog in recognition of her service to the Alliance. Shellie Pfohl also had to resign the Executive Committee due to appointment as Executive Director of the President's Council on Physical Fitness.

Approval of Minutes

Secretary, Chuck Stone, presented the minutes from the December 7th membership meeting. Dick Rosen noted a needed correction for the 12/7/09 Minutes in the third paragraph of Federal Update section to say "Manufacturers must provide detailed information of chemical control of cigarettes and smokeless tobacco products." Chuck Stone noted the needed last name changes for Susan Bishop and Derrick Scholes.

Motion to approve minutes as corrected by Chuck Stone and second by Peg O'Connell. Motion Adopted

Treasurer's Report

In the absence Treasurer Steve Shore, Pam presented the Treasurer's Report. She noted that we had an anonymous gift of \$20,000 and \$68,000 balance on hand, which is fairly good for this point in time. The Campaign for Tobacco Free Kids (CTFK) grant funds also came in during this report period and is reflected in the 2009 financial report numbers. Ron Morrow requested a column for the 2010 budget be included in the Treasurer's Report. Pam explained that the line item budget is still in process, but this suggestion will also be referred to the Treasurer.

Motion to approve Treasurer's Report by Peg O'Connell and second by Ron Morrow.

Motion Adopted

Membership Report:

Jennifer noted that we are still recruiting NCAH members and provided a listing of organizations/associations which have currently paid 2010 membership. NCAH coordinates with NC Pediatric Society to track payments by contributing

organizations. Jennifer explained the new Paypal function on the NCAH website for membership payment and financial contributions to NCAH.

E-Cards

Jennifer provided a demonstration of the Electronic Card fundraising function available on the NCAH website. A demonstration was also provided of memorial gifts that will generate a letter of appreciation from the Alliance.

Resource Development Committee

Betsy reported that the functions of this committee will be assumed by the Executive Committee since Shellie Pfohl had to resign due to her new position.

Nominating Committee

Annie Thornhill discussed the nominating/elections process for the NCAH Executive Committee including Chair, Vice-Chair, Secretary, two At-Large and two Policy Committee Chairs (Tobacco and Obesity). A slate of nominees will be presented in June. If interested in serving on the Nominating Committee or interested in serving on Executive Committee, please contact Annie (anne@ncpreventionpartners.org and 336-512-1318) or Chuck (cstone@seanc.org or 919-812-2341). Nominating committee will probably meet in early May to discuss plans.

Committee Reports

Obesity Prevention Policy Committee- Roxanne Leopper, Chair

The Obesity Committee reviewed priority goals for the short session as noted in the Draft of the NCAH 2010 Policy Priorities. Input is still being sought on these priorities. The committee also adopted a draft Resolution in Support of Establishing Nutrition Standards to Govern All Foods Available in NC Schools and requested input by 3/5/10.

Roxanne also discussed the role Prevention Partners will play in adopting standards for healthy foods in state legislative buildings.

Initiatives around "Complete Streets" (within the Built Environments Cmt) were also presented. Complete Streets is a development policy by the North Carolina Department of Transportation (NCDOT) to incorporate traffic access, bike paths and pedestrian traffic. Pam noted that NCAH has limited resources, but Complete Streets is an emerging issue and that is why it was added to the NCAH Draft on 2010 Policy Priorities. Roxanne emphasized these are short session goals.

Next meeting of the Obesity Committee is March 12 and discussion will include strategies for the short session.

Institute of Medicine Report:

Last week, the National Academy Institute of Medicine published a report on sodium and hypertension. The overwhelming evidence shows a significant linkage to hypertension and stroke. It was requested that we fold this information into Alliance goals and priorities. It was noted that there would be opposing points of view calling for additional studies. Betsy noted that when fat and sugar are reduced to make foods healthier, companies frequently increase sodium to enhance the food flavor.

Legislative Task Force on Obesity

Pam presented a report noting testimony to the Legislative Task Force on Obesity by national experts on obesity, physical education, nutrition and other areas. There will be one more meeting with recommendations for proposed legislation to the short and long sessions of the General Assembly. No final meeting date has been established. NCAH will continue follow-up and Betsy requested that any items that Alliance members might want incorporated should be forwarded to legislators at this point in time. There has been a suggestion to continue the Task Force to address future issues during the long session.

Ruth Peterson from DPH reported that child nutrition has been an issue and some legislators have raised the question as to why some schools were successful and some were not. Discussion also touched on recommendations concerning the SNAP Educational program and how to expand federal funding for NCDOT pedestrian and bike pathways. NCAH needs to be ready to respond when the recommendations are issued. The soda tax also got significant discussion, though some legislators were concerned about job loss.

Ron Morrow noted that NCAAPERD had been presenting information to the Task Force on a regular basis, but has been somewhat frustrated by the lack of a positive response. Betsy requested a one page synopsis from NCAAPERD that NCAH might be able to use at the General Assembly.

Ruth Peterson also reported on the American Recovery and Reinvestment Act of 2009 (ARRA) and the Worksite Wellness grant to reduce obesity with a priority for healthy environments. The grant is for two years, but grant funds will be withdrawn if milestones are not met.

Jim Martin presented for Sally Herndon Malek on the tobacco side of the ARRA grant.

Roxanne reported that the next steps of the Obesity Committee will be to finalize 3 and 5 year goals, but NCAH is currently examining strategies listed for the short term session. NCAH will take a supportive role for some priorities because of limited funding and limited staff time.

Tobacco Prevention Policy Committee- Peg O'Connell, Chair

Peg was elected by the Tobacco Prevention Committee to serve as Chair. She reported on the Draft NCAH Policy Statements on Tobacco-Use Prevention Policy Priorities are included in the Draft NCAH 2010 Policy Priorities. The Alliance will work to protect HB 2, support local governments who wish to create smoke free ordinances, and continue support of an increase NC's cigarette excise tax by at least \$1.00. The cigarette tax stamp policy statement is a new item. A strategy session will be held in early to mid April.

Dr. Rosen requested information on the number of workers now protected from secondhand smoke exposure. Pam reported that it is now estimated at 2.8 million workers or 69% of the workforce.

Motion to adopt the Draft NC Alliance for Health 2010 Policy Priorities by Peg O'Connell with second by Chuck Stone. Pam moved amendment to "support" menu labeling for Legislative Building Motion approved.

Jim Martin reported that DPH is working to create model ordinance language for communities that wish to go smoke free. Jim Martin detailed the most recent report on complaints involving North Carolina's smoke-free restaurants and bars Law. The number of complaints has been decreasing with time, with most complaints involving bars. Most complaints are still limited to one or two complaints. Fines of \$200 per day begin with the third complaint.

Additional Business, Announcements and Adjournment

Chuck Stone requested ideas or suggestions that NCAH members might have on pilot projects or activities to help reduce costs to the State Health Plan, which could be reported to the Blue Ribbon Task Force.

Dr. Rosen requested that a renewed effort be made to identify the number and percentage of NC workers who might now be protected from exposure to secondhand smoke. Sally Herndon Malek indicated this information has been requested and might be available in 6 months.

Next Alliance Membership Meeting:

Monday, June 7, 2010;
1:30 – 3:30 p.m. at AHA

Meeting adjourned at 3:35 p.m.

Respectfully Submitted by:

Chuck Stone, NCAH Secretary