

Healthy Community Alliance All-Partner Meeting  
November 9, 2017, Cornerstone Center for the Arts  
NOTES

12:10pm

Welcome and Opening remarks –John

-John provided a very brief overview of the Alliance and collective impact

**Collective Impact**

**Influence people where they gather**

*Around shared goals...*

With consistent messaging

**AND MUTUALLY REINFORCING  
ACTIVITIES**

-New Partners joining the Alliance since our last Partner meeting in MAY:

**Welcome to the Healthy Community Alliance!**

- 3M Hartford City
- Charles Dinwiddie, MD
- Coldwell Banker Lunsford
- Cover-Tek, Inc.
- Del. Co. Futbol Club
- Del. Co. Exposition Ctr.
- Del. Co. Prevention Council
- Dr. Jason Arnold, DDS and Dr. Hannah Hill, DDS
- Grand Grilling Catering
- Growers and Makers Market of Hartford City
- Ivy Tech Muncie
- The Jar Community Church
- Muncie Endurathon
- Muncie Makers Market
- Muncie Mall
- Muncie Sanitary District
- Mursix Corporation
- Ontario Systems
- US Architects
- Wesleyan Chapel
- Whitely Community Council
- White Spot Laundry

 **HEALTHY COMMUNITY ALLIANCE**  
*of Anderson & Bluffton Counties*

-WIPB Wellness Matters- featuring UDC and Holy Trinity – Television episodes is available on the WIPB website- <http://www.wipb.org/wellness-matters/>

-Workgroup update, 2018 schedule and plans for weight loss toolkit

## HCA Workgroup Update

- Physical Activity Workgroup- meets the third Friday of odd numbered months, Noon at the BSU Alumni Center.
- Nutrition Workgroup- meets the second Tuesday of even numbered months, Noon at the IU Health Ball Memorial Hospital Bariatric and Medical Weight Loss Center.
- December 12<sup>th</sup>- Nutrition Workgroup will meet at Second Harvest Food Bank of East Central Indiana.
- Tobacco Free Delaware County Coalition meets the 4<sup>th</sup> Wednesday of each month, 3pm at Open Door Health Services.



## HCA Workgroup Notes on Website

A screenshot of a web browser displaying the Healthy Community Alliance website. The page title is "5 HCA Workgroup Meetings Notes and Presentations". The website header includes the logo and navigation links: "EXPLORE DATA", "CREATE REPORTS", "TOOLS & RESOURCES", and "LEARN MORE". Below the header, there is a search bar and a list of four meeting notes. Each note includes the date, author (John D. Diener), publication date, resource type (Meeting Minutes and Materials), and topics (Health, Exercise, Nutrition, & Weight). The notes are for the Nutrition and Physical Activity workgroups, dated 10-10-17, 9-15-17, 8-8-17, and 7-21-17. A "Help" button is visible in the bottom right corner of the page.

Healthy Community Alliance - Resource Library > Collection 3 HCA Workgroup Meetings Notes - Internet Explorer

HEALTHY COMMUNITY ALLIANCE  
of Delaware & Blackford Counties

EXPLORE DATA CREATE REPORTS TOOLS & RESOURCES LEARN MORE

Home > Resource Library > 5 HCA Workgroup Meetings Notes and Presentations

Search the Resource Library

### 5 HCA Workgroup Meetings Notes and Presentations

- 10-10-17 - Notes - HCA Nutrition Workgroup Meeting**  
Published: October 10, 2017  
Resource Type: Meeting Minutes and Materials  
Topics: Health, Exercise, Nutrition, & Weight  
10-10-17 - Notes - HCA Nutrition Workgroup Meeting
- 9-15-17 - Notes - HCA Physical Activity Workgroup**  
Author: John D. Diener  
Published: September 15, 2017  
Resource Type: Meeting Minutes and Materials  
Topics: Health, Exercise, Nutrition, & Weight  
Notes from the 9-15-17 HCA Physical Activity Workgroup
- 8-8-17 - Notes - HCA Nutrition Workgroup Meeting**  
Author: John D. Diener  
Published: August 8, 2017  
Resource Type: Meeting Minutes and Materials  
Topics: Health, Exercise, Nutrition, & Weight  
Notes from the HCA Nutrition Workgroup meeting held 8-8-17.
- 7-21-17 - Notes HCA Physical Activity Workgroup Meeting**  
Author: John D. Diener  
Published: July 21, 2017  
Resource Type: Meeting Minutes and Materials

Help  
Wednesday, November 08, 2017

-Media Communications - BSU class efforts- Carrie Shue explained work that her class is doing to assist Alliance Partners

## COMM 335: Communication and Health

- PDF Flier
- Brief Health Behavior Message and Graphic
- Tweet for Twitter
- Interactional Message Script
- One of the following choices:
  - Op-ed for Muncie Star
  - Research and foundational work for Muncie Star article
  - Radio PSA Script
  - TV PSA Script



## Theme: Choose Well

### Exercise

- Stretching
- Exercise together/partner up
- Have fun/play/try a new activity
- Move everyday
- Sit less
- Set goals

### Nutrition

- Drink more water
- Portion size
- Eat more fruits and vegetables
- Food swaps/substitutions
- Eat intentionally
- Less sweets/sugary drinks

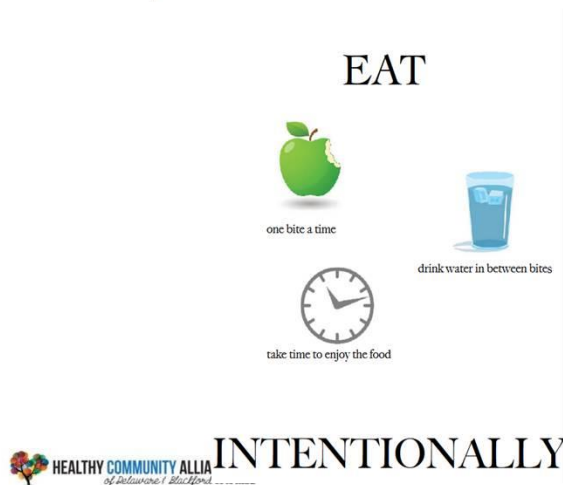


## Work to Date

- Twenty-seven students – 2 or 3 per topic area
- Pre-Message Design Worksheet
- Preliminary drafts of first four assets
  - Peer and Instructor Feedback
- Formal analysis of message design choices
- Final asset draft

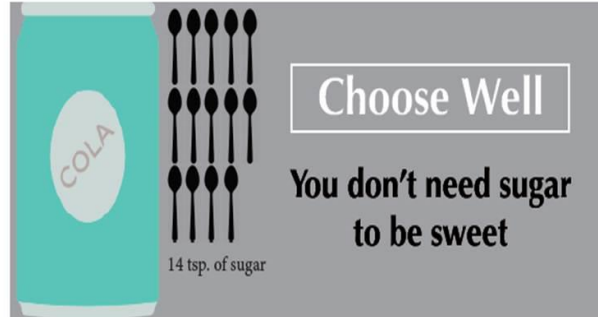


## Example: PDF Flier



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## Example: Brief Message and Graphic



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## Example: Tweet and Graphic



Moving everyday can keep the bad things away.

-Focus in 2018 - touchpoints and resource sharing

## 2018 Focus

- Moving from Partner growth strategy to a Partner support and facilitation strategy.
- Learn more about each Partner, its audiences and ways it is influencing audiences to make healthy choices (best practices).
- Share resources, information, connections when appropriate, encourage partnerships and collaborations.



12:25pm

Partner Success Stories

Purdue Extension- Farmers markets, SNAP success, Food Summit, etc. – Chelsie



## Purdue Extension Delaware County Indiana

**Names:**  
**Chelsie Jaramillo & Kortney  
Zimmerman**  
**Community Wellness Coordinators**

**Molly Hunt**  
**Health and Human Sciences  
Educator**

## Farmer's Markets

### Initiative Goal

Improve access to fruits and vegetables for SNAP recipients by having at least five Delaware County farmers markets approved and using SNAP and/or other income assistance programs by Fall 2017.

### Accomplishments

1. Five farmer's markets and/or farmers are now approved to accept SNAP in Delaware County.
  - New Mobile Market
2. Pilot Double Bucks Program
3. Two markets are now using a "Lettuce Change" donation program.
  - Partnership Program
4. Expansion of the Families at the Farmers Market Program.
5. Farmer's Market Coalition

## Food Summit

2017 Second Annual Local Food Summit

Location: Ball State University Alumni Center

Date: Wednesday, October 25<sup>th</sup>

Time: 8:30am-6:00pm

Attendees: 104 participants

Scholarships Donated: 19 scholarships awarded

Speakers: 10 speakers (Local Government, Non-profit Organizations, Local Farmers and Markets, and more)

Breakout Sessions: 4 breakouts (Food Security, Urban Gardens, Hub Partners, and Local Food Council Development)

Meals: All meals provided by more than 10 local growers and makers!

## Food Summit

### Objectives:

1. Share current initiatives among food access organizations working to create more resilient, equitable, and sustainable food system.
  - Networking
  - Speaker Presentations
2. Identify barriers to food access and generate community based solutions.
  - Mayor Dennis Tyler
  - Representative Sue Errington
  - Food Council and Food Security Breakout Session
3. Solicit input from stakeholder groups to inform development of the Muncie Food Hub.
  - Food Hub Morning Session Presentation
  - Food Hub Breakout Session
  - For more information contact Elaine Vidal

## Food Summit

4. Identify leadership and create development plan for a regional food council to shape local food policy and actions.
  - Local Government Involvement
  - Food Council Breakout Session
5. Strengthen the network of area community gardens through learning from the past and planning for the future.
  - Urban Garden Coalition Breakout Session



## 2017 Community Nutrition and Food Access Accomplishments




Farmers Market Coalition – Rob Keisling described a newly formed Coalition that is unifying efforts by various farmers markets.

Ross Center- Jacquie Hanoman provided a brief update on programs and initiatives at the Ross Center, including a mobile farmers market.

Cardinal Zumba – Shannon Powers

## CARDINAL ZUMBA

Shannon Powers, Ph.D  
Assistant Professor  
School of Kinesiology  
Ball State University



**CARDINAL ZUMBA®**

**Mondays & Thursdays**  
**6:30-7:45 pm**  
Harvest Church 1010 E. Centennial Ave.

- ★ Everyone is welcome
- ★ Childcare & activities for children
- ★ Nutrition demo & food samples

**FREE**



12:45pm Tobacco Free Delaware County Coalition update and toolkits – Cheryl Mathews reminded Partners that 1-800 Quit Now toolkits are free and available for the asking. Cheryl also noted that Meridian Health Services would no longer be the lead agency for the coalition and that a new agency was being sought.

12:50pm Presentation: “Views on Wellness” -Dr. George Branam  
PLEASE SEE THE VIDEO POSTED ON THE HCA WEBSITE TO VIEW DR. BRANAM’S PRESENTATION – his portion begins at 50 minutes into the video.  
<http://www.healthycommunityalliance.org/index.php?module=ResourceLibrary&controller=index&action=view&id=122733546016662943>

1:15pm Dismiss