



Chelsea Wellness Coalition January 9th, 2014 Meeting Summary

Attendees: Bill Harmer, Courtney Stinson, Dan Kaminsky, Dayle Wright, Kathy Carter, Reiley Curran, Ruth VanBogelen, Shawn Personke, Sheri Montoye, Stephanie Doll, Trinh Pifer, Ashley Miller Helmholdt, Jane Pacheco, Nancy Paul, Sharon Fitzsimmons

1. Reports for Year 2 Interventions. The coalition is following an old model of continuous improvement, PDCA cycle, Plan, Do, Check, ACT (Edwards Deming). We are in the Check phase at this meeting. Reports are available on line at :
<http://www.5healthytowns.org/?module=Files&event=Coalition&ID=287&showID=357>

Healthy Grocery Store Initiative, reported by Courtney Stinson, Intervention Lead was Bernadette and now is Dayle Wright. -

The focuses of this intervention have been:

- 1) Improvements in the deli so that some of the items are made in the store not purchased pre-made and re-sold in smaller quantities. Deli staff has been trained on food preparation including how to keep down costs in healthy ways and how to select healthy ingredients. The new Deli manager has been very receptive to these changes. The new “ways” are adopted by employees who are interested but have not been mandated as store rules yet.
- 2) Signage with positive messages about good food choices. 150 signs have been posted so far. 68% of those who filled out the survey said they had noticed the signs.
- 3) Store tours and surveys – in October Courtney and interns lead 5 tours (~ 1 hour each) of 5-6 people around the store. These tours have been well received and customers are asking that this be repeated.. A survey was done, 70 people filled out the survey.
- 4) Recipe of the week – which is at the entrance, but also near each ingredient in the recipe.
Successes: This is just getting started.

SRSLY, reported by Reiley Curran, Intervention Lead Reiley Curran

SRSLY is entering its 6th year in Chelsea and now has been expanded into Dexter and Stockbridge. In Chelsea more than 1000 people have attended the events and over 300 youth and adults volunteer help with events. Many of the activities reach most of the 15,000 residents of the school district. Middle School students have been very active in support of the effort for Chelsea to adopt Complete Streets. The students have made a presentation to the City Council. The students are getting signatures on a petition. The goal is to get Complete Streets into the master planning sessions this winter.

Highlights this year were the Duct Tape Fashion Show, New Year’s Eve Party at Beach School, St. Patrick’s Day party. New this year was the SRSLY book. South Meadows students were nominated to be featured in the book.

Red Barrel has collected over 90 pounds of pills so far. Students featured the Red Barrel as a float in the parade which turned out to be a very good marketing effort for Red Barrel.



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On January 29th, 6:30 – 8 pm in the Board Room at the Washington St. Education Center there will be a special meeting, Community Anti-Drug Coalitions of America – Anti-Marijuana Campaign, aimed at students and parents.

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5H Community Reads, reported by Bill Harmer, Intervention Lead Bill Harmer

Community Read is a best practice which is done around the country. Chelsea has finished the 3rd Community Read and is planning the 4th. In 2013-14, the 5H libraries worked together for the second time. This is the 1st intervention to be coordinated across the 5 towns. The goal of the program is to bring the community together around one topic, a book + programs related to the book.

The Year 3 book was "Walk in the Woods" by Bill Bryson – for the Move More Element. 500 books were distributed in Chelsea (2000 in total for the 5 towns) and on average three people read each book. 750 people attended to programs there were developed and facilitated by Chelsea residents. The community read website received over 2000 hits this fall.

Farmers Market – reported by Ashley Miller-Helmbolt

The two farmers markets in Chelsea had a very successful year as measured by:

- Gross sales for the Bushel Basket market were up 20% from last year (averaging \$179 per vendor. The average sales for the Chelsea Farmers Market was \$247 (no 2012 data available).
- Customers were up by 45% for the Bushel Basket Market to an average of 368 per market. Average customers at CFM was 603 (no 2012 data available)
- Total food assistance program sales were \$4,178
- 5 healthy demonstrations were done (Spring Salsa and Sauces, Budget Market Meals, Cooking with Youth, Healthy Greens and Sauerkraut demo)
- An advertising/marketing campaign was done for the markets and surveys were conducted. Lots of data is available in the reports posted on the 5H website (URL above)

The Farmers Market is well connected with other programs and groups in Chelsea. The most critical for the future of the markets was the contributions and participation in planning the new Town Square. Plans for this new city part are still under development, but it is possible that the Farmers Market could use the space in 2015.

2014 plans. The markets have received funds from the MEDC to help with the food assistance program. Co-marketing with other 5H Farmers Markets. Lots of plans for special events are underway.



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Intergenerational Garden – reported by Trinh Pifer (on behalf of co-leads, Jim and Mary Randolph)

This was year 2 of the intergenerational garden with a major plan to develop infrastructure for a multi-use, expanded growing season garden. This project has many connections with the community.

- Preschool students planted a 3 sisters garden which was blessed by a native American volunteer
- Senior Center – produce was used in meals and seniors were encouraged to pick produce
- Meals on Wheels – produce used in meals (more next year once hoop house is growing)
- Wild about Summer Camp – students came over on Mondays to pick produce to use for snacks and meals
- Chelsea Community Kitchen – Senior Taste it program
- Schools – participated in the Bulldog Jog (brought apples) and harvest festival (brought mystery dip).
- Other community members – made many contributions to the garden and also picked produce
- Harvested more than 300 pounds of produce.

Hoop house was installed, but suffer some damage in the snow storm. Repairs are already planned. Plans are also underway to record yield (pounds of produce) and volunteer hours – as many forget to fill in data on the current recording sheets.

Next year the focus will be on programming not infrastructure. The group is meeting with school personal to get more involved in programs for schools now that the hoop house can be used to extend the growing season. There is potentially a infrastructure project if schools want a garden on location rather than using this one. Also would like to arrange a program for kids to bring produce to the Farmers Market – partnering with CCK.

Volunteer Chelsea Phase II: Chelsea Community Senior Services (C2S2)- reported by Trinh Pifer

The Coordinator was hired for service delivery, the volunteer database was built and producing job tickets, able to match requests with volunteers or service providers. Program officially launched in October 2013. There have been 100 job tickets so far. During the snow storm numerous request were received. The most common requests are for referrals, transportation and friendly check-ins. Recipients are donating back!

This project recently received a matching grant of \$24,500 from the Chelsea Community Foundation.

Healthy Restaurant – reported by Dayle Wright.



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Six restaurants have participated in the effort to have restaurants offer a lower than menu price salad instead of fries with meals. An article about healthy eating was published in a local newspaper. Other articles have been written but not published (to date).

While there have been some successes, this intervention has meet with many obstacles. Restaurant owners and managers change, they are very busy and not available, etc. Dayle suggested this intervention be ended for now. Maybe to be considered at some future time by others who might have an angle for approaching restaurant owners and managers. Maybe this intervention would need a paid consultant.

Kids Cooking Camp reported by Jane Pacheco

Seventeen kids participated in the program during the summer of 2013. The program took place at Beach Middle School, Food Science lab which worked really well. Based on feedback from students and parents in 2012, the times and day of the program was changed for 2013. Some very positive survey data was collected on the students' experience. It has been more difficult to get parent feedback on if/how the program changed what the kids were doing post-program.

Effort in 2014 will be to increase the enrollment. We plan to get the applications out much earlier – on the timeframe of other local camps and programs for kids. Plan to cross promote this program through community rec and ed to get more students. Plans are to collaborate with the farmers market and the Intergenerational garden

Heart & Sole Race reported by Sheri Montoye

2013 race was very successful. Financially the goal was to have enough sponsors to pay for expenses so that registration funds could be donated to Grace's Project. Because of increase registrations (648), \$14,000 was donated in 2013, the highest amount in 3 years (Sheri doesn't have records from previous years). Other highlights were:

- Outpouring support to Kersch Ray as he approached the Finish Line
- Large number of volunteers who helped make the event happen
- Presence of volunteers and sponsors at the celebration dinner so that all could see what they contributed to.

2. Decision on the Focus of the Coalition:

The coalition decided unanimously to have ***Friends and Family Wellness*** to the focus of the coalition for 2014-15. Many focus areas had been brought up in the previous meeting.

3. New Name for the Coalition:



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The coalition has considered many names, but has not found one that suits the group. Thus, the decision was made to seek help (maybe from a professional marketing company) to find a good, long-lasting name for the coalition.