

Healthy Personians Advisory Board Meeting- January 11, 2010

The Healthy Personians Advisory Board met January 11, 2010 at 11:30 a.m.

Members present: LeighAnn Creson, Carolyn Rattican, Beth Townsend, Otis Martin, Teresa Johnson, Bess Whitt, Janet Clayton, Pam Bradsher, Susan Burnette, Gerald Lunsford, Jim Weekley, Lyn Holt and Yvonne Hicks.

Members not present: Foy Harrell, Kim Fox, Gordon Powell, Johnny Lunsford, Paola Stone, Tina Williams, Maynell Harper, and Mitch Pergerson.

Welcome: Beth Townsend called the meeting to order at 11:40 a.m. Beth thanked Board Members for attending today's meeting. The agenda for today was given to all members.

Minutes: Beth Townsend asked the Board Members to review minutes from the October 12, 2009 meeting. Minutes were approved.

Committee Updates:

HIV Task Force (LeighAnn)

- Last October – The Be Proud! Be Responsible! Program was conducted with 29 students at Person County Learning Academy. In fiscal year 09-10, this program has reached 35 students. The goal is 45 students and therefore, we will be looking to implement the program one more time to reach the goal number.
- Last December – A World AIDS Day Outreach Event was held at PCC on Dec. 3, 2009 in the Student Center; information on HIV (most focusing on prevention) & condoms were distributed; a panel of the AIDS quilt was displayed; and the Piedmont Health Care Consortium conducted rapid HIV tests; 96 people viewed the quilt and completed a survey; 56 rapid HIV tests were conducted (all results were negative).
- HIV grant ends in May; there is some concern about the sustainability of the task force; task force coordinators will begin discussion with the group about this at the Jan. 20 mtg; the need is for someone to be willing to take a leadership role since the current coordinators will not be able to do so once the grant is exhausted; prior to receiving this grant the task force was sustained on little to no money – this can be attributed to strong leadership, dedicated task force members, & pooling resources; we would like to work with whoever takes on the leadership of the task force to keep it under HP as a partner group.

FAN Club (Bess)

- The Read Me a Story Program was implemented in 5 daycare centers in November after providers at those sites attended a brief training. Books with messages about healthy eating and/or physical activity are read to children and corresponding activities are used to reinforce the healthy messages. Participating centers are doing 3 activities per week. Bess had touched base with the provider at her assigned center and was very pleased with the progress made. They had been compliant with doing the 3 activities per week and the paperwork was in order. Program monitors will be in contact with their assigned center on a monthly basis. Compliant centers will receive a \$25 Wal-Mart card to help support the program each month or until the cards are gone.
- Give Your Heart a Healthy Beat will meet Wednesday February 24- May 26, 2010 at the Person County Council on Aging. Time 10:30 – 11:30 a.m., \$40 registration fee. Register through Coop. Extension.
- Eat Smart, Move More Weigh Less program will begin January 25 at 5:30 p.m. in room 166 at the Person County Office Building. \$25 registration fee. Register through Cooperative Extension.

Chronic Disease Action Team (LeighAnn)

- The Chronic Disease Action Team reconvened in Nov. to review data collected from the 5 focus groups that were conducted to see what direction the diabetes social marketing campaign needed to take.
- It was determined that the target audiences for the social marketing campaign would be those people who participated in last year's study along with those people who participated in the focus groups (i.e. diabetics and pre/borderline diabetics); needed to keep the target audiences a small, manageable group for evaluation purposes.

- Targeted behavior/issue, as derived from the focus group data – eating and cooking healthier at home, whether for a household of one (the diabetic/pre-diabetic alone) or more than one (esp. other family members who are not diabetic/pre-diabetic).
- Social marketing campaign interventions will include: monthly newsletter via direct mail; grocery store tours; education program (diabetes 101 and/or diabetes cooking school); subscription to a diabetes focused magazine at the library.

The team will also make target audiences aware of resources available through the Durham/Person Collaborative and Diabetes Today grant.

Mini-Grant Committee (Carolyn)

- Applications were received from various organizations. The Cook Smart Eat Smart program (through Cooperative Extension) will receive mini-grant funds in the amount of \$500. The remaining \$300 allocated for mini-grants will be used to purchase bottled water which will be distributed to the other applicants to support their projects. The bottled water will be personalized with a label that displays the Healthy Personians logo.

Planning Committee (LeighAnn)

- Family Health Campaign – providing monthly health promotion articles in English and Spanish to school system for publication in school newsletters – filtered through Lyn.
- Working on offering a free cholesterol screening program to eligible men at PCHD and PFMDC.
- The Physical Activity and Nutrition Prescription Pad program is up and running again at PFMDDC. Working with Paola to have the prescription pad translated into Spanish so we can expand the program to reach Hispanic patients.
- Susan and LeighAnn completed the ACS Fresh Start smoking cessation program training online and will be scheduling a program soon which will be open to the community (4 session program)
- LeighAnn plans to meet with Tony Smith from Person County Re-Entry Program regarding putting to use the gang curricula that were purchased with HP mini-grant money last year by Roots & Wings. This would help the partnership address an additional priority area that we otherwise would not have the capacity to tackle.

Funding (Beth)

- The partnership is in need of the \$5,000 monetary match for 2010-2011 to match the Kate B. Reynolds funds. We did not receive the money requested from the United Way back in the fall and have not heard from the Rotary Club about receiving any funds from them.

2009 State of the County Health Report Presentation (LeighAnn)

- LeighAnn explained that this report is due in the interim years between Community Health Assessments (CHA). The next CHA is due December 2011. The SOTCH report tracks priority health issues in the county, progress made in addressing them, new and emerging health issues, morbidity data, mortality data, and changes in the county that have the potential to impact health. It also provides contact information if someone wants to get involved in helping to address health priorities. SOTCH is posted on the Health Department website at <http://health.personcounty.net> (Health Data link). Leigh Ann presented information from the 2009 SOTCH report to board members.

Other

- Partner website links to Healthy Personians link- linking with other community partners' website to inform about Healthy Personians. Let LeighAnn know if HP can be linked to a partner's agency website.
- Community Health Resource Guide- please check, make all corrections and send to LeighAnn.

Beth Townsend announced the next meeting listed on the agenda for **April 12, 2010 at 11:30 a.m.**

2010 -2011 meetings: July 12, 2010; October 11, 2010; January 10, 2011; and April 11, 2011.

Beth again thanked all members for attending today's meeting.

A motion was made and second to close the meeting. The meeting was adjourned at 12:30 p.m.

Submitted by Secretary

Yvonne Hicks

January 11, 2010

