

Healthy Community Alliance Steering Committee Meeting
December 7, 2016

Agenda/Notes

Present: Steven West (via phone), Bev Purtlebaugh, Nathan Taylor, Matt Cox, Tricia Stanley, Kortney Zimmerman, Chelsie Jaramillo, Molly Hunt, Kathy Bartlett, Steve Anderson, Tricia Stanley, Dawn Fluhler, John Disher.

Knowledge Partner strategy meeting 12/5/16- John presented the results and recommendations from a small HCA ad-hoc group meeting that discussed ways to work with our media Partners to communicate consistent and aligned healthy lifestyle messaging. Ideas for 2017 workgroup meetings were also generated. The group brought up the question of whether the HCA should be using Twitter for communications with Partners. (Notes from the meeting are available on the HCA website).

Twitter handle and hashtag for Alliance- Dawn Fluhler, Marketing and Public Relations for IU Health East Central Region, provided a presentation and Q&A session regarding the potential of Twitter as a communication channel for the HCA. The Steering Committee had a lengthy discussion and ultimately decided to ask the Knowledge Partner Ad-Hoc group to make a recommendation. (Twitter presentation is available on the HCA website).

Tobacco Workgroup Update – Jacey noted a federal policy effort now in place requiring all HUD housing to be smoke free. This will be phased in across all Delaware County HUD housing facilities over the next 18 months. Jacey also demonstrated a kit that is available for local businesses to promote the Indiana Tobacco Quiline using posters, table tents, pens, etc. as part of an effort called Quit for Life. Please contact Jacey for more information. She also reported that the HCA Quit Now Partner Toolkits are now available. John confirmed that a link would be available on the HCA website to place orders. The first set of toolkits were delivered to the Hearts with Integrity Homecare Agency in Hartford City, where they will be available to 7 travelling nurses.

Discussion with Helping Hands 12/2/16- Steve West reported on a visit that he and John made to the Helping Hands Pregnancy resource center in Montpelier. The newly opened facility offers the “Baby and Me Tobacco Free” program which incentivizes mothers and family members to not smoke and rewards them with vouchers to purchase diapers. The agency also offers free pregnancy tests, OB ultrasounds, education, maternity clothes loaning and a safe sleep education program. Steve and John provided a brief presentation to the staff members and they are currently considering signing up as an HCA Partner.

Purdue Extension Change Tool Action Plan update- Chelsie Jaramillo and Kortney Zimmerman from the Purdue Extension’s Nutrition Education Program provided a brief update on their efforts to create a change tool assessment for Delaware County. The purpose of the change tool is to identify community strengths and areas for improvement. The end result will be a community action plan with an outline of specific change initiatives in the areas of policy, systems and environment. The duo is currently working with a ‘community action team’ to survey a number of Delaware County organizations about some specific areas- nutrition, physical activity, food safety, food security, food resource management. They

are working closely with the HCA as the future work they will do with specific initiatives will provide opportunities for our HCA Partners to become involved as a way of influencing Partner audiences.

HCA guidelines for partner promotions- John distributed a draft of a proposed guideline for Partner promotions via our various communication channels. Committee members are asked to submit changes to John as soon as possible, and he will bring back a revised version to the January meeting.

Meeting schedule for 2017- The group agreed to continue meeting monthly on the first Wednesday at Noon. John will send out a calendar update for 2017.