

LWMC Chronic Disease Meeting Notes

6/21/2019

Meeting began at 8:00 am.

Attendees (see sign in)

- Libby Thomas (MCHD)
- Sharon Jaeger (MCHD)
- Chandra Rudolph (CCF), and
- Nancy Peacock (Free Clinic of Medina County)

Activity Updates

- Chef's Corner
 - Update was given about Sarah's new group on UCPT. Currently 12 members and Anthony of 111 Bistro shared information about using herbs as seasoning
 - Deadline- ONGOING
- Social Media Template
 - Libby gave update on current social media campaigns. Plans to roll out two social media campaigns addressing chronic disease:
 - Fruits and vegetables
 - 4 weeks with different messages/week
 - Implement across Facebook, Twitter and Instagram
 - Deadline- August 2019
 - Know your numbers
 - 4 week with different messages/week
 - Implement across Facebook, Twitter and Instagram
 - Deadline- December 2019
 - Discussion held regarding importance of readability/health literacy
 - Nancy supported February (Heart Health Month) for the "Know your numbers" campaign and suggested using Free Clinic's doctors to record short video about heart health
- Healthy toolbox
 - Nutrition messages can include cooking and shopping
 - Deadline- TBA, but suggested by Fall 2020

- LWMC Designation
 - Window clings
 - Other discussion regarding fundraising for potential designation materials:
 - Westfield
 - Stephenson Foundation
 - Deadline-Spring 2020

- “Person on the street interviews”
 - Libby will contact Carrie Park to gauge interest
 - Considerations/Ideas
 - Asking community members where they would rather walk, gym vs. park
 - What do you do to be healthy?
 - What do your numbers mean?
 - Deadline- ONGOING (based on Leadership availability)

Other items

- Resources are here but need to identify how to get them to the people who need it
- Put to rest misconceptions that healthy= running a marathon
- When considering BP- need to give people immediate resources to keep them involved
 - What can we do for those with high numbers?
 - Can no longer encourage them to see PCP based on high reading- need to give them something tangible
 - Free Clinic
 - Health Center
- How can we expand BP checks in community?