

Howard County Local Health Improvement Coalition
Health Literacy Advisory Committee
August 4, 2022
11:00 am – 12:00 pm
Virtual via Zoom

Minutes

Members Present:

Erin Ashinghurst, Director of Programs/Services at ARI
Karen Basinger, University of MD Extension-Howard County
Lisa DeHernandez, HCHD Public Information Officer
Gaston Gámez, Hispanic achievement specialist
Deborah Bors, HCHD Intern
Sam Mancuso, United Therapeutics
Tosin Olateju, Food and Care for All (FCFA)
Cris Oviedo, HC resident advocate for residents, Athena
Morgan Phillips, Living Legacy Foundation of Maryland
Debra Poquette, Centennial Medical Group
Bill Rados, retired FDA
Sonya Lloyd, HCHD Administrative Specialist
Matt Wilson, HC Health Department (HCHD)

Staff Present:

Reena Rambharat, LHIC Director
Rodney Oldham, HC Local Health Improvement Coalition
Chynáe Vicks, HC Health Department

Topic/Agenda	Discussion	Action/Follow-up
Welcome, Announcements, and Introduction of Presenter	<p>Chynáe Vicks, Community Health Equity & Outreach Educator for the Howard County Health Department (HCHD), called the meeting to order at 11:00 am.</p> <p>Ms. Vicks provided a welcome to members in attendance and provided updates to the group and other relevant announcements including grant opportunities.</p> <p>Ms. Vicks introduced Deborah Bors as the presenter for the meeting and discussed the purpose of the presentation.</p>	<p>Food & Nutrition Security Survey Stipend; deadline 8/19/2022</p> <p>Health Disparities Grant; deadline 8/31/2022</p> <p>Tobacco Grant; deadline 9/9/2022</p>
HCLHIC 2022-2025 Strategic Plan Overview and Discussion	Ms. Bors provided a presentation titled “Feedback on Healthy Lifestyle Messages”, consisting of campaign message development and requested HLAC group feedback. There was	

a lively and very informative discussion amongst members related to messaging, delivery of messages, and message channel. General group feedback is as follows:

On prediabetes short message for African Americans with links to LHIC sites:

- Ms. Olateju: 2 links are too many. Lisa: reading level is too high; cut out words to make it simpler.
- Ms. Oviedo: Question the word “diet.” Need strong messages for Latinos because they do not often go to a doctor. Spending time with your kids is important, so include that. Explain why prediabetes is important. Hispanic people do not often like clicking links. If a link is to a video, just embed the video.
- Ms. Lloyd: too much information.

On prediabetes flier for African Americans:

- Ms. Lloyd: edit it down, I like the images.
- Ms. Oviedo: Emphasize starting slowly, like with 5 minutes a day. Flier has too much info and is too busy. Make reading level simpler. Use more bullets, like in the first paragraph.
- Mr. Wilson: Could change message to how to talk with your doctor about prediabetes or how to evaluate yourself at home (I thought this was included so did not understand this comment).
- Not everyone liked the link to the risk for prediabetes test.
- Lots of comments about how this flier could be tailored to Latinos.
- Not many comments on how it is or is not appropriate for African Americans.
- Ms. DeHernandez: make font larger and simplify reading level and include less information.

Images for African American messages:

- Group approval of images
- Mr. Rados: They all look appropriate.

Asian American healthy diet short messages:

- Add link to garden site.
- Shorten “Try joining” to “Join.”

- Ms. Olateju: Consider allergies, like to peanut butter. Is cheese an appropriate snack item for Asian Americans? Use examples that Asian Americans are more likely to eat.
- Ms. Lloyd: Be more specific about what foods to mix veggies with.

Pregnancy diabetes flier for Asian Americans:

- Ms. Basinger: too much info; testing for diabetes is standard in pregnancy (I know this but figure that not everyone does and some women may not go to a doctor). Would Asian Americans read 1-page fliers?
- Mr. Rados: Too much text; Use larger point size; Use smaller chunks; Use more white space.
- Ms. Olateju: it's wordy.

Images of Asian Americans to go with short messages:

- Ms. Rambharat: should be more diverse in terms of ethnicity.

Short messages on exercise for Hispanic community:

- Group discussion about whether "Hispanic" or "Latino" is the better term.
- Ms. Oviedo: Emphasize tips such as "walk with your kids;" You can walk at home or play with your kids for exercise.
- Mr. Gámez: You can do indoor and outdoor activities for exercise.
- Shorter is better.
- Ms. Lloyd, Ms. DeHernandez, Mr. Gámez: The tip on motivation is confusing and too negative.

Healthy diet messages for Hispanic residents:

- Ms. Basinger: smoothies have too many calories. Use fruit and veg that are specific to that culture.
- Mr. Gámez: Add a list of healthy fruits and veg.

Images for messages for Hispanic residents:

- Ms. Rambharat: find an image of a darker-skinned Hispanic person.

	<ul style="list-style-type: none"> - Ms. Oviedo: Family images and group images are good. Images of Zumba or dance would be popular. - Mr. Gámez: Soccer images would be good and remove yoga picture. Yoga is not something that is popular with Latinos. C - Ms. Oviedo: it is difficult to include images of same-sex couples because this is not accepted by the older generations. But include a group of women or a group of men together. Younger audiences are ok with seeing images of same-sex couples. <p>The discussion was so in-depth that we ran out of time to finish the presentation. Ms. Bors mentioned developing a survey to be distributed to group members for additional feedback.</p>	
Next Steps & Wrap-up	<p>Ms. Vicks mentioned having bi-monthly virtual meetings. Ms. Vicks adjourned the meeting at 12:01 pm.</p>	<p>Ms. Vicks will send out the meeting minutes and a doodle poll to identify the next meeting in August.</p>

Respectfully submitted by
Chynáe Vicks, MSPH
Community Health Equity & Outreach Coordinator
Howard County Health Department
Bureau of Assessment, Planning, and Community Engagement