



Howard County Local Health Improvement Coalition

Health Literacy Advisory Committee

January 26, 2023

10:00am to 11:00am

Virtual via Zoom

Minutes

Members Present:

- Erin Ashinghurst, Accessible Resources for Independence, Center for Independent Living
- Karen Basinger, University of Maryland Extension – Howard County
- Debby Bors, Community Member
- Lisa DeHernandez, Howard County Health Department
- Gaston Gamez, Howard County Public School System
- Laura Henderson, Howard County Health Department
- Cristina Oviedo, Howard County Latino Commission / Howard County Community College
- Latrice Price, Infinite Legacy
- Bill Rados, Community Member
- Erin Ashinghurst, Accessible Resources for Independence, Center for Independent Living
- Matt Wilson, Howard County Health Department

Staff Present

- Ashton Jordan, Howard County Local Health Improvement Coalition
- Sonya Lloyd, Howard County Local Health Improvement Coalition
- Reena Rambharat, Howard County Local Health Improvement Coalition
- Chynáe Vicks, Howard County Health Department

Topic/Agenda	Discussion	Action/Follow-up
Welcome and Introductions	<p>Chynáe Vicks, Community Health Equity & Outreach Educator for the Howard County Health Department (HCHD), called the meeting to order at 10:05 am.</p> <p>Ms. Vicks provided a welcome to members in attendance and thanked participants for joining the meeting.</p>	<p>LHIC Website: www.hclhic.org</p> <p>Register for next LHIC meeting: https://www.eventbrite.com/e/2023-hclhic-full-coalition-meetings-tickets-433126562207.</p>
Announcements	<p>Ms. Vicks provided member announcements: Member Care Support Network: Transportation To & From Medical Appointments.</p> <p>LHIC Howard County Veterans Resources page is on the website. Food and Nutrition Resources Guide is on the LHIC Website.</p> <p>Ms. Cristina Oviedo, Howard County Community College, said there is a new Latino Commission that is now meeting. It's an official Council. Continue to work on the Coalition of Prenatal Care.</p> <p>Ms. Vicks said that previous meeting minutes can be found on the HCLHIC website.</p>	<p>Contact hcgh-j2bh@jhmi.edu for questions or to enroll in the MCSN.</p> <p>Veterans Resources: https://www.hclhic.org/resources/veterans-resources</p> <p>Food Resource Guide: https://www.hclhic.org/healthy/eating</p> <p>Email any future announcements to lhic@howardcountymd.gov</p> <p>HLAC Minutes: https://www.hclhic.org/home/MeetingYears/362</p>

Review Updated Healthy Lifestyle Messaging

Mr. Ashton Jordan, HCLHIC Community Engagement Coordinator, began the presentation showing the updated messaging based on committee feedback and Healthy Lifestyle Focus Groups. Mr. Jordan shared his screen and showed the updated messages that will be put on the flyers. The messages are based upon an action, why doing the activity is beneficial, and here's how to do it.

African American Messaging

Mr. Jordan said that the messages are for Black/African American Community Exercises. He made the messages less text heavy after meeting with Chynáe, Matt, and Lisa in Communications. Campaign title will be Healthy Howard County. Will possibly include a QR code on the flyers that will take you to CAREAPP or to the LHIC Chronic Disease webpage. Messages include exercise, managing diabetes, hydration, and food choices. Messaging will change for each group.

Disability Messaging

Ms. Erin Ashinghurst, Accessible Resources for Independence, Center for Independent Living, works with a broad disability community. QR codes are not very accessible for members that are blind within the community.

Ms. Ashinghurst said regarding the marketing to the disability community: Not all disabilities are physically apparent although it would be good to have a person with a physical disability showed in the images. Co-worker uses a wheelchair and transfers in and out of their car 20x a day – that requires a lot of strength, that applies to all people. Change some of the photos to show someone with a disability that isn't visible. Use a resource for disability images that cost.

Latino Messaging

Mr. Jordan showcased the updated messaging for the Latino community. Showing and telling the action, including shorter text. Shows a woman eating a watermelon in one flyer. Second flyer: older man is carrying groceries with the sentence states "How Can you Eat More Fruit and More Vegetables?"

Ms. Vicks said can we include an actionable item in these flyers? We are posing a question, but it doesn't answer the questions. Give the answer right away not ask the audience, tell the audience what they should do i.e. go to the website to learn more.

Ms. Lisa DeHernandez, Howard County Health Department, said, if the flyers are created as a GIF – the images will automatically cycle through on Social Media or Digital Advertising. You wouldn't want to have more than 2 GIFs at a time for communication sharing.

Ms. Oviedo, Howard County Latino Commission / Howard

For more information about the healthy lifestyle campaign email AJ Jordan, ajordan@howardcountymd.gov.

Disability Images:

<https://affecttheverb.com/gallery/disabledandhere/proudlyqt poc/>

Disability Images:

<https://www.disabilityimages.com/>

https://www.shutterstock.com/search/disability?c3apid=p35800784356&gclid=EAlaIqobChMIwM2ixsjl_AIVgklyCh1glwwMEAAAYASAAEgLiufD_BwE&gclid=aw.ds&kw=%2Broyalty%20%2Bfree%20%2Bdisability

County Community College, said that age matters within the Latino Community. Targeting HS students or younger population links and QR codes are great. If targeting an older population phone numbers work better, print materials, speaking face to face, one on one connections. Suggested that If doing physical labor that this should count towards physical activity. Suggests saying 5 easy tips, not questioning someone.

Mr. Jordan said how about saying: Eating Fruits and Vegetables is Easy and Here's How....

Ms. Oviedo started a group in What's App – only posting jobs right now but thinking of adding a health channel to it. Open to partnering with HCLHIC on the What's App channel to share health resources in her community.

Mr. Gaston Gamez, Howard County Public School System said that young students and teenagers are more into texting or using the QR code. Mr. Gamez also likes that the HCLHIC website allows for translation with a drop-down box to change the language of the webpage.

Youth Messaging

Mr. Jordan shared four images directed at youth. Includes different healthy food choices, cutting up a salad. Young boy holding two apples, fruits and vegetables help us feel great holding broccoli and apples.

Ms. Vicks said 3 of the 4 images are just holding fruit and vegetables, maybe should be doing something. More action-oriented images. Add some teens and older youth to the pictures.

Ms. Karen Basinger, University of Maryland Extension – Howard County, said to use the tagline "Power up Your Body with Fruits and Vegetables". Does not like smoothies put in the images. She suggested water with splashes of fruit.

Ms. Sonya Lloyd, Howard County Local Health Improvement Coalition, said to match the words to the photos that are displayed. Regarding the picture of the mom and child eating strawberries maybe show them working in the garden?

Ms. Reena Rambharat, Howard County Local Health Improvement Coalition, spice up the water. Do you have any images that are multi-generational, youths and families, preparing meals with parents. Inclusivity – together with multiple different communities.

Ms. Oviedo suggested using pictures of real people in the community instead of shutter stock photos. Use people in the HLAC Committee or from the HCHD. Mr. Jordan asked if we could use other organizations photos of real people? Hoping to connect with the community by using real photos.

	<p>Ms. DeHernandez said we need permission to use photos of real people. They would need to sign a photo release form.</p> <p>Mr. Matt Wilson, Howard County Health Department, need to hire a professional photographer with a high-quality camera. Cannot use just a cell phone picture.</p>	
<p>Next Steps and Wrap- up</p>	<p>Mr. Jordan said next Meeting in March 2023- Date/Time TBD (Doodle Poll/ Set Date). Will send the meeting minutes in the next few weeks.</p> <p>The meeting ended at 10.48am.</p>	

Respectfully submitted by
Sonya Lloyd, MA
Community Engagement Coordinator
Howard County Local Health Improvement Coalition