



Howard County Local Health Improvement Coalition
Health Literacy Advisory Committee
October 18, 2022
10:00am - 11:00am
Virtual via Microsoft Teams

Minutes

Members Present:

- Bill Rados
- Debby Bors
- Erin Ashinghurst
- Sam Mancuso
- Deb Poquette

HCHD Staff Present:

- Chynáe Vicks, Community Health Equity & Outreach Educator
- Ashton Jordan, Community Engagement Coordinator
- Sonya Llyod, Community Engagement Coordinator
- Reena Rambharat, HCLHIC Director
- Emily Phillipps, Health Disparities Project Coordinator

Topic/Agenda	Discussion	Action/Follow-up
Welcome & Announcements	<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 opened the meeting by discussing some announcements.</p> <ul style="list-style-type: none"> • The next Local Health Improvement Coalition meeting is this Thursday, October 20, 2022, at 8:30 AM and will be in a hybrid format (Heroes room at the HCHD; link provided in chat box). • Ms. Lloyd provided updates related to Food Security program. A food & nutrition survey was developed to identify gaps and is being delivered to priority populations (community members who receive FARM, SNAP or WIC benefits), but would also like to reach out to those accessing food pantries and anyone else having trouble accessing food. Ms. Lloyd requested that the survey be provided with anyone who is experiencing food scarcity and provided the links in the chat box. Additional languages will be available once they are 	

	<p>developed English: https://www.surveymonkey.com/r/HCLHIC_Food_22.</p> <p>Chinese: https://www.surveymonkey.com/r/HCLHIC_Food_CCC?lang=zh.</p> <ul style="list-style-type: none"> Ms. Lloyd discussed movement and referred to the Walktober website (https://www.howardcountymd.gov/walktober22) to encourage community members to participate in the state’s official exercise – walking. Website link for signup was provided in chat box (https://docs.google.com/forms/d/e/1FAIpQLScl01rdTLxgCC_Yo0B2iPfJdPyTjn3KlfEeoUZJMn2Zei75aw/viewform). Ms. Bors informed the group that her colleague will be presenting information related to cancer screening at the next LHIC meeting. Ms. Vicks identified Ms. Ashinghurst’s acceptance of the Co-Chair role. Ms. Ashinghurst is the Deputy Director of ARI and has a background in health equity, particularly as it relates to disabilities. 	
<p>Community Messaging Presentation</p>	<p>Mr. Jordan began the presentation, showing the updated messaging based on committee feedback and Healthy Lifestyle Focus Groups.</p> <p>African American Messaging</p> <ul style="list-style-type: none"> Diabetes Awareness – focus on exercise (movement), healthy food choices, and hydration. The format for materials will likely be through social media but can be communicated through print, email, and Action Alert. Suggested shortening second sentence and split into two distinct sentences. Usage of “healthy eating” or “meal planning” rather than “diet.” Change “grilled” to “baked” chicken since grilling is not more healthy and is less accessible Hydration – consider “can cause pre-diabetes” in second sentence. Consider adding a slice of fruit to water, rather than fruit juice. Add in a hyphen between “pre” and “diabetes” for easier readability. The revised Pre-Diabetes flier was reviewed, which removed detailed information and replaced it with simple action items. Consider changing messaging to “visit a doctor or make an appointment to get tested.” Discussed addition of information for free testing and lab work done in the community for those without a primary care provider. Ms. Vicks also mentioned that the use of “African American” is not inclusive to the black population, which includes Caribbeans, etc. This will be discussed further. <p>Asian American Messaging</p> <ul style="list-style-type: none"> Consider link for healthy smoothie recipes 	<p>Mr. Jordan will incorporate feedback from the group for all populations in his messaging. To be reviewed at next meeting.</p>

- Due to extensive Community Garden waiting list, consider removal of this recommendation and encourage planting a garden in your yard, container gardening for indoors, and seed starting.
- Reviewed messaging for pregnancy and diabetes, discussing the result of c-sections as a complication of pre-diabetes in pregnancy. Consider language using language that avoids shaming individuals by framing c-sections in a negative way – consider use of “birth complications” instead.
- Updated images to incorporate more diversity. It was noted that these images needed to be more diverse to match the target population. Images should be used to match the target populations that are represented in HoCo

Hispanic Messaging

- Removed the message related to motivation and modified language to movement with simple tasks.
- Incorporated culturally appropriate messaging for food choices based on focus group data (i.e. activities like yoga are less popular in this community). Images to reflect family component.
- Discussed incorporation of individuals with disabilities in images (stock image photos link shared in chat box).
- Discussed modifying walking to just movement, as not all individuals are able to walk.
- Increase literacy by simplifying word choice; Example- use “hard” instead of “difficult.”

LGBTQ+ Messaging

- Discussed making the information more specific to this population.
- Incorporation of images of movement, including those with disabilities (not always physical)
- Additional food/drink and movement messaging/images to be included

People with Disabilities Messaging

- Provided links for exercise/movement
- Avoid language telling people what to do, rather to encourage people to do things to feel better/be healthier
- Discussion of ordering information by interest. Pain management is a big issue within this population. Also, include factors related to energy, mood, and positive health outcomes.

	<ul style="list-style-type: none"> • Discussion of revisiting focus group trainings to determine alternate methods to meal preparation and cooking (i.e. use of microwave to cook food, having someone else shop for individual, etc.) • Discussion surrounding the use of a multi-vitamin. Evidence suggests that bioavailability is limited at best. Consider suggestion to discuss with doctor first. • Incorporate images with all disabilities, including those that are not physically evident <p>Youth Messaging</p> <ul style="list-style-type: none"> • When discussing measurement (i.e. 2 ½ cups of fruits/vegetables), choose different language, such as a “handful” or “grab n go.” • Discussion of communication methods used by youth (i.e. Tik Tok, YouTube, reputable celebrities, etc.). 	
<p>Next Steps & Wrap-up</p>	<ul style="list-style-type: none"> • Continue tweaking of messages based on recommended feedback • Next meeting will be in December 	<p>Mr. Jordan will continue editing messaging</p> <p>Ms. Vicks will send out Doodle poll to determine availability and will send the meeting invite and agenda once meeting date/time is finalized.</p>

Respectfully submitted by
Emily Phillips
Health Disparities Project Coordinator
Howard County Health Department