



Howard County Local Health Improvement Coalition
Health Literacy Advisory Committee
June 30, 2022
10:00 am – 11:00 am
Virtual via Zoom

Minutes

Members Present:

- Erin Ashinghurst, Director of Programs/Services at ARI
- Karen Basinger, University of MD Extension-Howard County
- Deborah Bors, intern at HC Health Department
- Gaston Gamez, Hispanic achievement specialist
- Sam Mancuso, United Therapeutics
- Tosin Olateju, Food and Care for All (FCFA)
- Cris Oviedo, HC resident advocate for residents, Athena
- Bill Rados, retired FDA
- Matt Wilson, HC Health Department (HCHD)

Staff Present:

- Rodney Oldham, HC Local Health Improvement Coalition
- Chynáe Vicks, HC 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 10:00 am.</p> <p>Ms. Vicks provided a welcome to members in attendance and asked members to introduce themselves.</p>	
HCLHIC 2022-2025 Strategic Plan Overview and Discussion	<p>Ms. Vicks provided a brief overview of the new LHIC Strategic Plan. She also talked about the group’s purpose (to ensure accessibility, inclusivity, and equity in materials and health education campaigns).</p> <p>Ms. Vicks then held an open discussion and asked the group what are some things that we should be considering as these campaigns or health education materials are developed?</p> <p>Mr. Oviedo from Athena mentioned:</p> <ul style="list-style-type: none"> • gaining the trust of community 	

- availability of materials particularly in Latino community
- building trust
- culture change needed within the community organizations to better connect with the targeted audience

The question was then asked, how can we build trust among various groups?

Ms. Ashinghurst from ARI stated:

- a barrier that we face is the trust lost within disability community and across cultures.
- that we need to consider how best to ensure that the targeted population doesn't feel like we're sharing their info with anyone (immigration authorities, etc.)? This goes beyond HIPAA protection and signing waivers. An example is surveys. We need to clearly state exactly what they'll be used for.
- need to communicate why the work we do is important for the individuals we're reaching out to and for big picture as well.
- provide incentives (gift cards or anything beyond that).

Ms. Ashinghurst also stated that for the disability community, the images on the materials should represent them. Keep in mind that not all disabilities are visible.

Mr. Oviedo from Athena mentioned:

- the importance of organization employees understanding barriers and fears faced within communities. An example - WIC participants are afraid of the effects of applying for services on immigration status.
- people serving communities should be aware of rights, laws, and regulations so they can help reduce fear; Empower employees to say "it won't go that way or affect you because of ABC, but X will happen instead.
- meeting people in the communities where they are. Some examples:
- County Executive went to trailer park on Rt. 1 and

that meant a lot to community members.
- HCHD uses their van to go to communities, so invite partners to join; have appointments with clients in van in their neighborhoods so you can see firsthand the resources they'll need, the barriers they face and how we can better address their concerns and needs.

Ms. Vicks from HCHD mentioned:

- including images of people with disabilities, people living in apartments, trailer parks, single fathers, black and brown families of two parent households, etc. on materials

Ms. Bors stated that she noticed a lack of LGBTQ materials and visibility on our website and in our materials. The county has just convened an LGBTQ committee that is not just for the health dept, but we can help by including images of LGBTQ people in our materials. LGBTQ people tend to be an overlooked population.

Mr. Rados stated that the community leaders within these communities are great allies to help build trust; work with leaders (i.e. church leaders, well respected health professionals. Schools personnel.....consider teachers, guidance counselors, school resource officers).

Mr. Gamez suggested using school nurses as information sharers and communication tools. They could help with initiatives by sending health information to school counselors/administrators and can invite us to outreach events with parents and families.

Ms. Basinger from the Univ. of MD Extension also shared the importance of building trust within the communities (i.e. Muslim and Spanish). Karen conducts the Fresh Conversations program at 50+ Centers and diabetes classes in Montgomery County Muslim Community Center.

<p>Next Steps & Wrap-up</p>	<p>Ms. Vicks mentioned having bi-monthly virtual meetings. Ms. Vicks adjourned the meeting at 11:00 am.</p>	<p>Chynáe will send out the meeting minutes and a doodle poll to identify the next meeting in August.</p> <p>Mr. Oviedo to share his contacts with HCC. Mr. Gamez to share his contacts with health office at HCPSS</p>
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Respectfully submitted by
Rodney Oldham, CHES, CPT
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Howard County Local Health Improvement Coalition