



Goldsboro

A Choice Neighborhood

HEALTH Working Group Session

Meeting Notes – 10.10.17

Participants: (see attached sign in sheets)

1. Welcome and Introductions

Co-chairs, Vernon McQueen of Goldsboro Front Porch Council and Venise White of the Florida Department of Health in Seminole County, opened the meeting and facilitated a round of introductions. See attached sign-in sheets for list of participants.

2. Review of Meeting Minutes from August 15, 2017

The minutes for the Health Working Group meeting were provided for participants to review; any comments or clarifications to these minutes are welcomed.

3. Review of updated draft matrix for Health strategies

The updated draft matrix with the additional strategies related to ***Objective 4: Residents have access to medical care and other supports to effectively address the high rates of chronic disease including information, resources, amenities and programs to maintain a healthy diet and regular physical activity*** was provided to the group; any comments on or suggested edits to the matrix are welcomed.

4. Discussion: Health Information/Education

The group discussed a number of ways to share health information and engage Goldsboro residents to improve health literacy. These included:

- Use of social media, although there are both pros and cons to this medium
- Identifying and utilizing smart phone applications for health education like VROOM does for early childhood literacy.
- Need to make health education fun- for example at the alternative school, Eugene Gregory, where Community Health Interventions works with students on coping strategies they offer soul food and talk about how to “feed” your soul.
- An example from North Carolina was also shared where a football league for adults was formed, including some who were formerly incarcerated. And while the adults join because they enjoy the sport, the primary objective of the program is to work with participants to address mental health needs.
- There was discussion about how to infuse health education into existing youth programs/organizations like Purnell Bush’s No Limits, PAL, Pop Warner, Teen Achievers, Glorious Hands, YMCA and others. The Boys and Girls Club offers some nutrition education in collaboration with IFAS via the Food, Fun and Families Program. It was noted that IFAS offers 4H youth programs that teach life skills including budgeting. Perhaps this program could be made available in Goldsboro.

- Although utilizing existing programming is great. How do you reach kids that don't participate in organized activities?
- FDOH's Teen Choice Clinic is an important program for delivering health information and education to young people. FDOH's Men's Health Challenge is also a great program to reach men.
- Churches and pastors are a potential vehicle for sharing health education. However, individual pastors need to have a vested interest in order to ensure health education is an ongoing thing. The Seminole Prevention Coalition holds a monthly pastoral breakfast that might be potential vehicle for engaging Goldsboro pastors in health education. Perhaps the African American Ministerial Alliance could be engaged too. Might FDOH be able to offer the churches training and recruit health ambassadors from the congregations?
- Health observance days/events offer an opportunity to raise awareness of health issues/initiatives, i.e. Take a Loved One to the Doctor Day, Breast Cancer Awareness month in October, National Night Out.
- Donna Walsh, the Director of FDOH, has a show on the SGTV that might be a platform to share information about the CNI initiative and its health objectives.
- Electronic signage and or banner on Historic Goldsboro Boulevard (i.e. flags on the lamp posts in Altamont) could provide information about events/resources and/or announce monthly health initiatives (i.e. February is American Heart Month)
- Outreach and engagement should be part of a broader neighborhood-wide empowerment campaign. Need to make it cool to be healthy.
- Transportation can be made available for individuals and/or groups via the Neighbor Links ("pink bus") on a one-off or regular basis. We need to make Goldsboro residents aware of this service so that they have more transportation options to get to needed medical and other services/programs.
- Materials need to be culturally sensitive. FDOH was praised for the process it uses to vet its written materials. Written materials need to be in plain language, simple terms, with larger size font. Info graphics can be very effective in lieu of words.
- In addition, who delivers the message is important too. It is also important that more than one person deliver the message and in a variety of medium. As a rule, it can take up to 14 touchpoints before you will see a change in behavior.
- Staff need to be culturally competent. Need to recognize history and where health initiatives have gone wrong, i.e. Tuskegee experiments.
- SWAT (Students Working Against Tobacco) offers a great model of youth ambassadors. There is interest to create a public health explorer program like the police explorer program where students are trained to be peer or near-peer health educators.
- The Hispanic Chamber of Commerce was also noted as a good example of effective outreach. They have done a good job of branding themselves and offer consistent monthly meetings and events.
- Suggestion to assign a hashtag, i.e. #eat healthy or #CNI does it best. It is not expensive to purchase a hashtag.
- Other vehicles for sharing health information include CNI newsletters, Sanford Herald, Next Door, Sanford Magazine on-line, Facebook. Also discussed making information available in corner stores and/or liquor stores in the neighborhood.

5. Community Fair #3 and HGB Ribbon Cutting

Tamara Johnson, CNI Project Director, advised the group that the next Community Information Fair would be held on Saturday, October 28 from 10:00 to 2:00 on Historic Goldsboro Boulevard between Olive and Sheppard. The event will also serve as a ribbon cutting for the HGB streetscape



Goldsboro

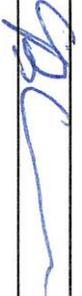
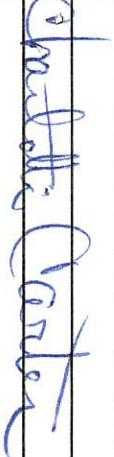
A Choice Neighborhood

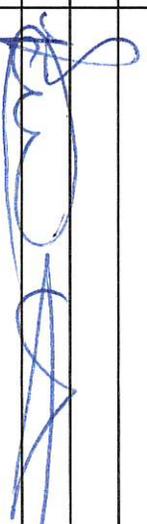
HEALTH

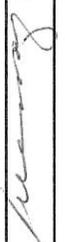
NOTE: Signing of this document gives permission to have photo taken during work group activities

AA5=ALIVE AFTER 5

October 10, 2017 @ 6pm @ Public Safety Community Room

Role	Name	Organization	Phone	Email	Signature
Co-Chairs	Vernon McQueen	GFPC	(321) 262-6564	Vernon.McQueen@duke-energy.com	
	Venise White	DOH-SC	(407) 665-3008	Venise.White@flhealth.gov	
Participants	A.B. McGill	Recovery House	(321) 746-3627	amcgill@recoveryhouseinc.org	
	Algerine Miller	GFPC	(407) 942-3443	milleralgerine@gmail.com	
	Alfredo Maldonado	DOH-SC	(407) 665-3274	alfredo.maldonado-lebron@flhealth.gov	
	Alexis Williams	Resident	(407) 417-2779	Alexis_williams0910@yahoo.com	
	Ana Scuteri	DOHSC	(407) 655-3215	ana.scuteri@flhealth.gov	
	Analynn Jones	SCPS Early Learning	(407) 320-9416	analynn_jones@scps.us	
	Angela Williams	Resident	(314) 556-4609	N/A	
	Bethany Canales	DOH-SC	(407) 665-3696	bethany.canales@flhealth.gov	
	Carmen M. Guzman	Healthy Start	(321) 363-3024	carmen@healthystartseminole.org	
	Chairman Melvin Philpot	GFPC	(407) 496-3173	melvin.philpot@duke-energy.com	
Charlotte Carter	Resident	(407) 953-6907	cdbrinson@outlook.com		
Commissioner Velma Williams	GFPC	(407) 322-9270	velma.williams@sanfordfl.gov		
Cynthia Hicks	Resident	(407) 617-8179	Cynthiahicks238@yahoo.com		
Delores Lewis	Resident	(678) 914-8122	deelewis44@yahoo.com		
Diane Ward	Resident	(973) 508-6867	hayesxward@aol.com		

Pg. 2 HWG Name	Organization	Phone	Email	Signature
Donna Walsh	DOH-SC	(407) 665-3696	donna.walsh@flhealth.gov	
Gregory Smith	SPD	N/A	greg.smith@sanfordfl.gov	
H. Alex Duncan	Citizen	(407) 404-1295	N/A	
Hazel Foster	Resident	(407) 322-0997	N/A	
Inez Paige	Resident	(321) 330-7674	inezpaige3@gmail.com	
Jacarvous Boykins	CHI E.	9407) 878-0811	i.boykins@chi-fl.org	
James Cool	AA5	(908) 267-4994	jamescool1235@gmail.com	
Jennifer Grant	SCPS Early Learning	(407) 960-2461	jgrant@seminoleearlylearning.org	
Jerrold Wynn	ROM	(407) 731-9226	jwynn6rescueoutreach@cfl.org	
Julie England	UF-IFAS Extension	(407) 665-5553	julieeng@ufl.edu	
Karess Chisholm	NA	(407) 732-6559	karesschisholm@yahoo.com	
Kenneth Bentley	SCPS	(407) 320-6020	kenneth_bentley@scps.k12.fl.us	
Kim Elton	Sanford Senior Center	(407) 688-5129	Kim.Eltonhead@sanfordfl.gov	
Kim Tynes	N/A	(407) 323-2275	ktyness5@gmail.com	
Latoya Prescod	Community Health	(407) 878-0811	twilliams@ehisea-fla.org <i>Latoya Prescod</i>	
Lexie Owen	Resident	(407) 322-1228	lexie.fl@yahoo.com	
Lou Lyons	AA5	(321) 696-3092	N/A	
Mae Hampton	Resident	(407) 402-9829	maehampton1977@gmail.com	
Michelle Mangum	True Health	(407) 322-8645	michellel.mangum@mytruehealth.org	
Mildred Mickens	Resident	(407) 617-2750	N/A	
Nicole Fields	Resident	(407) 283-3436	N/A	
Oscar Redden	Brothers Keeper, Inc.	(407) 406-1946	brotherskeeper@aol.com	
Pam Cumming	AA5	(321) 578-1723	N/A	
Patrice Washington	GFPC	(321) 201-7393	patriceanderson1972@gmail.com	
Rufus Boykin	Resident	(407) 695-0059	poppa1504@gmail.com	
Sandra McPherson	CFRH	(407) 302-7363	sandy.mcpherson@hcahealthcare.com	

Selina Rahamut-Ali	Citizen	(321) 444-2417	N/A	
Sheena Fort	City of Sanford	(407) 688-5007	sheena.fort@sanfordfl.gov	
Sheila Foster	Resident	(407) 272-4024	Sforster702@gmail.com	
Shelia Hamilton	CLSMF	(407) 841-7777	sheliah@clsmf.org	
Shirley Barrett	AAS	(407) 463-3659	N/A	
Steve Smith	Mellow Steve's Pnuts	(407) 562-7688	mellostevenspnuts@gmail.com	
Tenesah Wells-Eason	SCPS- Early Learning	(407) 320-3945	tenesha_wells@scps.k12.fl.us	
Thelma Mike	Resident	(407) 497-8507	thelmannmike@aol.com	
Tony Lyons	AAS	(321)696-3092	N/A	
Valeria Boykins	N/A	(407) 322-1228	marido6@yahoo.com	
Wanda Adorno-Lynch	UF/FAS	(407) 665-5570	wlynch@seminolecountyfl.gov	
Zeenat Rahman	DOH-SC	(407) 665-3008	Zeenat.Rahman@flhealth.gov	
Marge Lacombe	N/A	(407) 719-3164	N/A	
MARK THOMP	DOH/BENJAMINE	407.401.0471	MARK.THOMAS@FLPHPH.GOV	
KARYA RESNOD	CHISCA	407-878-0811	LResnod@CHIE-Fl.org	Handwritten note: (New) Email of Kary
Andrew Thomas	City of Sanford	407-688-5132	Andrew.Thomas@sanfordfl.gov	