



# Healthy!CapitalCounties

a community approach to better health

Community Health Assessment and Improvement Planning Project

## Community Advisory Committee Meeting Minutes

Thursday, March 1, 2011 3:00 to 5:00pm

### WHAT HAPPENED:

- Improved the Media & Communications Plan
- Inventoried the community's assets
- Provided feedback on positive/negative "data" report attributes

### BEFORE NEXT TIME:

- Data analysis concludes; data synthesized
- Community Health Profile Report ("the data report") is written
- First press release in Mid-April
- Planning for Community Prioritization Dialogues

### COMING UP at the NEXT MEETING:

- Community Health Profile Report is reviewed
- Community Prioritization Dialogue arrangements finalized

#### 1. Recap Previous Meeting

- a. Minutes from the February 2 meeting were shared; no corrections.

#### 2. Review Media & Communications Plan

- a. The committee members in attendance reviewed and discussed the Media & Communications Plan. Key ideas discussed:
  - i. Consider health reform and its implementation in the media cycle
  - ii. Revise the titles of the media phases
  - iii. The first two sections describe a "top-heavy" or top-down approach; change the section to emphasize community engagement
  - iv. Revise to include language about "creating" or "let's create" a healthy place to live; and "how do we get there" or "where do we go from here" when discussing the health improvement plan.

#### 3. Community Asset Review

The group discussed the additional asset categories or types that they would see added to the sections of the Asset Inventory Worksheet provided. The revised Asset Inventory will be used in the health improvement planning process to generate ideas, connections, and opportunities.

#### 4. Report Examples and Discussion

- a. The group reviewed several examples of Community Health Profile Report examples and discussed ideal report attributes. Key ideas discussed:
  - i. Use color in a meaningful way
  - ii. Consider making a video that summarizes the data – people would rather view a video than read a multi-page report
  - iii. Help the community come to a collective understanding of what the data mean, and what the underlying issues are. (This will happen in part through the document, in part through the Community Prioritization Dialogues)

- iv. Interactivity was seen as a positive
- v. The Sacramento area report (is a good example, but need to include the total picture, not just zip code lists)
- vi. People have a hard time looking at giant PDF files. Consider how to communicate “nuggets” of information and/or “take-aways”.

#### 5. Focus Group Discussion

- a. Upcoming focus groups – full details posted on [www.healthycapitalcounties.org](http://www.healthycapitalcounties.org)
  - a. March 1, 2012 Latino/Hispanic en espanol
  - b. March 7, 2012 Special Health Needs and Perspectives
  - c. March 13, 2012 Rural Ingham County (uninsured, low-income, Medicaid, or unemployed)
  - d. March 16, 2012 African-American
  - e. March 22, 2012 Latino/Hispanic in English
- b. Please contact Ross at [rpope@mmdhd.org](mailto:rpope@mmdhd.org) for focus group sign-up or promotion materials.

#### 6. Other

- a. Note NO APRIL MEETING
- b. May 3, 2012 --- 3:00 PM to 5:00 PM  
at the Foster Community Center  
200 North Foster Avenue  
Lansing, MI 48912**

#### Attendees:

Leslie Polack (Sparrow Health System), Heather Rae Mcalvey (Lansing Latino Health Alliance), Joseph Brehler (Chair, Barry-Eaton District Board of Health & Eaton County Commissioner), Kim Singh (Health Officer, MMDHD), Susan Moriarty (Action of Greater Lansing), Tom Curtis (Allen Neighborhood Center), Karen Black (Clinton County RESA/Great Start Coalition), Maria Brummez (Allen Neighborhood Center), Hi Fitzgerald (MSU University Outreach and Engagement), Michael Kramer (Student), Gale Capling (Clinton Transit), Jeanne Pearl-Wright (Community Member), Peggy Roberts (Power of We Coalition), Sue Hoffman (Eaton County Commissioner), Jack Enderle (Chair, Mid-Michigan District Board of Health), Pete Shannon (Sparrow Clinton Hospital), Sara Aikman (Tri-County Office on Aging), Wendy Sellers (Tri-County Coordinated School Health), Robin Reynolds (Ingham Health Plan)

Staff: Anne Barna (BEDHD), Cassandre Larrieux (ICHHD), Michelle Henry (BEDHD)

The vision of the Healthy! Capital Counties Community Health Assessment and Improvement Planning Process is that all people in Clinton, Eaton, and Ingham counties:

- live in a physical, social, and cultural environment that supports health
- live in a safe, vibrant, and prosperous community that provides many opportunities to contribute and thrive
- live in a community with minimal barriers and adequate resources to reach their full potential