

Partnership for a Healthy Durham  
 Obesity and Chronic Illness Committee  
 August 12<sup>th</sup>, 2015  
 Minutes

Facilitated by: Crystal E. Dixon

<p>Present: Barbara Rumer, Aubrey Delaney, Tyrone Hall, Michelle Madeley, Willa Allen, Chelsea Hawkins, Khali Gallman, Cate Elander, Perry Whitted, Tekeela Green, Melanie Sadur, Tara Isley-Murillo, Leah Williams, Casey Horvitz, Jen Isher-Witt, Jannah Bierens, Kelly Warnock, Crystal Dixon, Michael Scott, Debbie Royster, Melissa Black, Marissa Mortiboy, Nick Allen, Keyanna Terry  <i>Guest: Maire Delk</i></p>		
Project/Topic/Goal	Major discussion points	Action steps and responsible persons
<p>Welcome newcomers          Review minutes</p>	<p>There was a question about the ReQuip program and whether it will be housed at the health department. ReQuip is a Project Access program and will be located at the Scrap Exchange.</p>	
<p>OAR Cultural Competency Training          (Kelly W, Crystal D.)</p>	<p>Kelly and Crystal recently attended a two-day racial equity training hosted by the Racial Equity Institute in Durham, NC. (They are based out of Greensboro, NC) The training helped attendees view things through a different lens and reflect on personal beliefs and perceptions. The training provides a safe space for participants to share their thoughts and about racism.</p> <p>From a public health perspective, the training helps provide understanding for why people make the choices they do and how to make changes health policy and to public health programs to make them more inclusive for all.</p> <p>Joanne Pierce, Deputy Health Director and Kelly and Crystal have proposed making the training available to the OCI committee. The committee was in favor of having Joanne conduct a two-hour racial equity training at a future meeting.</p>	<p>Kelly and Crystal will speak with Joanne about setting up a time to conduct a racial equity training with the committee.</p> <p>Marissa will speak to Joanne about making the training possible to all Partnership committees.</p>

Walk Your City Presentation  
(Maire Delk)

Walk Your City grew out of a grad school project from Matt Tomasulo on why people choose to drive. He found that people didn't walk more because they perceived the distance as being too far. Matt created Walk Your City signs with distance to local landmarks and a QR code for directions to encourage people to walk more. The project spread to multiple cities and attracted media attention.

Stakeholders can create signs online. Walk Your City staff is available to help stakeholders design and post signs in communities. The signs are color coded to correspond with different types of institutions.

Signs in Durham have been posted in six locations since June. The idea is to encourage people to park their cars and walk to their destinations. The city contacted Walk Your City to see how they could work together to encourage staff to walk more such as creating approximately one-mile lunch loops. All loops would start at City Hall and routes will go to the AT campus, Central Park and the downtown loop.

The average campaign is 8-10 signs with up to four signs at each intersection. Blue Cross Blue Shield North Carolina is funding the project. It is possible to get the signs in Spanish and for biking.

Walk Your City doesn't want to overlap with a downtown Healthy Mile Trail. It was suggested that Walk Your City signs could direct people to a Healthy Mile Trail nearby. The committee could help with communications for Walk Your City and review proposed routes.

It was suggested that there be a tracking mechanism with the QR code so people could log their loops. The city/county Idea Lab and other conversations are taking place to encourage more walking and physical activity among city and county employees.

<p>Update on Holton Healthy Mile Trail Maps (Perry W.)</p>	<p>The Healthy Mile Trails were created with the same principle as Walk Your City, to encourage more walking. The committee has discussed doing a Healthy Mile Trail downtown. The newest proposed route travels along Trinity, North St., W. Geer St. and Washington St.</p> <p>The Vickers St. location proposed at the last meeting does not have sidewalks the entire route so it is not a possibility. The downtown loop does have sidewalks and is the suggested next step. Perry and Jen will scout additional routes in underserved areas sometime in the next few weeks.</p> <p>The committee was in favor of moving forward with the Old North Durham route proposed at a past meeting. In time, the committee will need to take a look at North Durham for possible routes.</p> <p>The McDougald Terrace route is in good shape and could use signage like the Holton and Lincoln trails. Each trail should have a posted sign at the beginning of the trail indicating the route.</p> <p>Distributing route flyers or postcards and a poster for the McDougald Terrace community center would help get the word out about the trail to residents.</p>	<p>Perry and Jen M. will scout new neighborhood Healthy Mile Trail routes.</p> <p>Committee members should share ideas for future trails.</p> <p>Marissa will create a flyer, poster and postcard for the McDougald Terrace Healthy Mile Trail.</p>
<p>Communication Committee Update (Marissa M.)</p>	<p>The Partnership communications committee has been tasked with improving Partnership internal communications, external communications and branding. The committee has focused on ways to improve communicating available resources and programs for residents.</p> <p>The main idea is a searchable resource portal or website that consumers can use to search for services. There are existing resources such as Network of Care and United Way 211, but they are not consistently updated. The group is deciding</p>	<p>The committee can help with distributing surveys to community members and those who make referrals to services.</p> <p>EDCI can help distribute hard copy surveys for residents.</p>

	<p>whether to seek ways to improve existing sites or create something new.</p> <p>The committee also discussed creating a provider portion of the website so organizations could talk to each other and track clients.</p> <p>The next steps involve creating a survey for social workers, nurses, those who make referrals and for community members to see what they would want in such a website or portal.</p> <p>Marissa budgeted funding for the resource portal project in the Duke Endowment grant which was due August 4. The Partnership will find out if they received the grant sometime in November. The communications committee will present their progress to date at the October 21 quarterly meeting, followed by a group discussion.</p> <p>The city/county Idea Lab is discussing improving the collective impact of Durham to encourage agencies and organizations to work together more effectively. This ties in with the work of the communications committee.</p>	
<p>Breakout: Group Planning Sessions</p>	<p>The education subcommittee discussed the uncertainty of funding for smoking cessation. Marissa Mortiboy requested the committee to solidify funds available from the county. Michael Scott plans to discuss with Willa Allen and report back.</p> <p>Marissa said the difference in funds may be able to be supported from another available financial source that is eligible to cover smoking related initiatives. With this new information, planning will resume and the committee members will submit suggested survey questions to Michael. The purpose of the survey is to provide questions for the proposed focus groups which will gather information from community residents about how to improve the signage and</p>	<p>Michael who will draw up a draft by next Tuesday, August 18 for members to review.</p> <p>Michael will finalize a survey by August 19.</p> <p>Kelly Warnock will reach out to Demetrius to get times and first three months of dates. She will also reach out to April Morgan (NC State Cooperative Extension) to see if she needs volunteers and work on the flyer.</p>

	<p>increase clarity on the Board of Health smoking rule. An additional 125 surveys will be distributed to bus riders in Durham county. The surveys will also gather information about the interest in smoking cessation classes.</p> <p>The Food/Double Bucks subcommittee worked on finalizing the plans for the September 3 Grocers on Wheels kickoff event. Casey Horvitz, Kelly Warnock, Melissa Black and Aubrey Delaney can help flyer Forrest Hills Heights the day before the event.</p> <p>The physical activity subcommittee discussed the need for Jen M. and others to meet with Larry McDonald of DPS (now scheduled for 8/18). A group of Jen M., Perry and maybe Maire and Kiona need to walk the three Walk your City proposed loops and make recommendations that, due to limits on BCBSNC funding, may or may not be able to be accommodated.</p>	<p>Melissa Black will work on a timeline/volunteer sign up list.</p> <p>The evaluation committee will have draft evaluations by the end of this week/early next week for the committee to review.</p> <p>Walking of at least loop closest to the proposed downtown HMT is scheduled for 8/14 at noon.</p>
Announcements	<p>The city wrote an ordinance that if anyone complained about a roadside memorial than it would have to be removed. There is a Roadside Memorial in Durham petition on <a href="http://www.change.org">www.change.org</a>. Jen M, asked committee members to sign the petition to get city council to reconsider whether one person's complaint should have the power to have a roadside memorial removed.</p> <p>Grocers on Wheels Double Bucks program will start September 3 and visit all three locations. NC State will have someone available that day to sign residents up for SNAP. There should be an article in the Durham News this weekend.</p>	
<p>***Next OCI meeting: September, 2015, 326 E. Main St.***</p>		