



Racial/Ethnic Outreach Ad-Hoc Committee
ActionNow! Community Diabetes Prevention & Control Coalition
Meeting Minutes: October 5, 2007 & November 2, 2007

Members Present: Jane Linsenmeyer, Mike Losee, Andrea Mason, Renee Massie, Manuel Mendez, Clinton Schleining & Tammy Weihe.

Members discussed details for focus groups to the 3 target populations; African-American, Asian American and Latino.

Visuals & Messages: A total of 12 pictures will be available to focus group participants to review and comment on their perception...should they be revised, what other ideas do participants have for visuals, do the images reflect the prevention and treatment messages ActionNow! emphasizes? Visuals and messages are a “2nd generation” outreach effort...building upon the 4 core messages that ActionNow! promoted in the last year; 1 in 3 persons living in Lancaster County will develop diabetes in their lifetime, Eat Healthy!, Move More, Know Your Numbers! Our 1 in 3 message may need to be modified for the higher risk experienced in our target populations.

Focus Group Incentives: Gift certificates for \$10 for each participant to a major food store (members suggest B&R: Super Saver or Russ’) was discussed. As long as participants are not able to buy alcohol or tobacco with the gift certificate, members thought this was the most motivating incentive...incentive is “need” based. Andrea received approval to purchase the gift certificates with ActionNow! funds.

Focus Group Participants: Members discussed no more than 10 people in each focus group. Participants should be invited from each outreach worker: Jane & Manuel for Latino population, Renee for African-American population and Tammy for Asian American population. Each outreach worker/nurse would be present during the focus group to assure participants’ comfort level. A reminder call a day or 2 in advance would be helpful. Transportation barriers should be addressed...use of the Healthy Homes van to transport...arrangement of car pooling...holding the focus group in a centralized location.

Focus Group Questions: 3 major questions to be answered in focus groups relate to: message, visual and venue.

(1) What messages are the most resonant with the specific target population building upon the 4 core messages of ActionNow!?

- a. Make Health a Member of Your Family.
- b. Eat Healthy!, Move More! Know Your Numbers!...For A Healthy Family.
- c. Move More...Dance!
- d. Move More...Play with Your Children...Play with Your Grandchildren.
- e. Sit Less...Move More!
- f. Eat Healthy...Increase Vegetables!

- g. It's As Easy As 1..2..3!
- h. Health For You & Your Family
- i. For Your Family...
- j. Do It For His/Her Sake...(picture of grandparent with grandchild on his/her lap)
- k. You Are Important to Him/Her...Know Your Numbers! (picture of grandparent with grandchild on his/her lap)
- l. Know Your Risk! Know Your Family Risk! ...does grandma/grandpa know her/his blood pressure...etc.
- m. A Generation of Health...Eat Healthy! Move More! Know Your Numbers!
- n. Your Family's Future: Healthy
- o. A Picture of Health (family portrait...Know Your Numbers! sub-title.
- p. Defeat Diabetes (picture of family playing a sport in the park...idea is to defeat the "enemy" of diabetes.
- q. Others that focus group participants suggest.

(2) What images best convey the our message?

- a. Want to incorporate Mr. Can Do It as a POSITIVE image. He/she is "doing something" to prevent or know about or manage his/her diabetes. Mr. Can Do It can't be an image in the family portrait as the "person with diabetes" which ad-hoc members felt was ultimately a negative connotation. Use Mr. Can Do It as the "spokesperson" for what you CAN do to prevent/treat diabetes.
- b. Use a picture/visual of families moving more (outdoor exercise), eating healthier (family dinner table) and use Mr. Can Do It below the bigger picture as an icon...not part of the family picture.
- c. Pictures of families eating/shopping for traditional foods (e.g. Tammy's picture of a young Asian woman shopping for vegetables at a local Asian market).
- d. Pictures of dance for Latino community.

(3) What venues are the most appropriate (viewed the most) by the specific target population?

- a. Ethnic/racial community food stores and businesses/restaurants,
- b. Posters in physician waiting rooms,
- c. Newsletters (e.g. soccer league),
- d. Church bulletins,
- e. Many mini health fairs,
- f. Established support groups,
- g. Direct mailings,
- h. Billboards in targeted areas,
- i. Bus/transit ads,
- j. "We've Got Game" free newspaper,
- k. Spanish radio station/Public Service Announcements,
- l. Spanish Lincoln Journal Star,
- m. Health fairs specific to target populations: Celebrate Lincoln, Juneteenth, etc.
- n. Minority Health Grant
- o. Incentives to give away at health fairs other than book marks and magnets: water bottle with ActionNow! on a label given away at health fairs during hot

weather, key chains of Mr. Can Do It, a hanging rear-view mirror Mr. Can-Do-It, car decals like the “this is a non-smoking car”.

- p. Others that focus group participants suggest