



**Meeting Notes: ActionNow! Minority Health Committee Meeting**

**Date: January 28, 2008**

**Present: Dr. Derrick Anderson, Sandy Kilgore, Manuel Mendez, Jane Lisenmeyer, Tammy Weihe, Renee Massie, Amy Volkman, Carol Mitchell**

Topic	Discussion/Action
Current Activities	<p>Renee shared pictures of an African American lady making healthy food choices; recommended pictures of this type be added to the current ActionNow! posters of Eat Healthy, Move More and Know Your Numbers. This could be done for minority groups; could be displayed at groceries, business, places frequented by the minority group. This could readily be done without creating a whole new poster for each minority group. Jane shared a poster put together for the Latino community; questioned grade of photo. Discussion was how to get someone to take quality pictures. Recommendation: Use LLCHD staff with camera skills to get necessary pictures; not contract out due to expense.</p> <p>Manuel recommended information re ActionNow! be shared through an interview with Hispanos Unidos (circulation of 8000 copies every 15 days), El Perico (circulation of 5000 copies every week) and La Gaceta-Latina (Omaha paper read by many in Lincoln). Articles in these papers would be free but rates for ads need to be checked. El Centro de las Americas also has a quarterly bulletin called El Boletin Latino. These publications should also be used to publicize the Cristo Rey health screening to be done Feb. 23.</p> <p>Focus groups to determine effective messaging regarding diabetes have not been done at this time. At least one focus group would be done with an African American, an Hispanic and an Asian group. Focus groups would have 8-10 participants. They would be asked for input on current pamphlet "Take ActionNow! It's as easy as 1-2-3!," available posters, and healthy eating/recipe content similar to Georgia Jones recipe books used for Targeting In On Cancer. Gift certificates for SuperSaver would be given to participants in the focus groups.</p>
Work Plan for 2008	<p>The draft workplan for 2008 was given to group members. No revisions were suggested.</p>
Assignments	<p>Carol will work with Ann/Steve to get specific questions for focus groups.</p> <p>Amy will work on developing healthy eating suggestions for minority populations (like the recipe book from Dr. Georgia Jones)</p> <p>Jane, Manuel, Tammy and Renee will work on getting "face" pictures for a generic pamphlet (like the one used for Targeting In On Cancer), using LLCHD resources and do focus groups.</p>

Next Meeting

February 25, 2008, 9-10 a.m. at LLCHD. Room to be determined.