



Meeting Notes: ActionNow! Minority Health Committee Meeting

Date: March 3, 2008

Topic	Discussion/Action
Current Activities	<p>Jane and Marcelo presented the results of the Latino focus group:</p> <ul style="list-style-type: none"> - “Know your numbers” doesn’t translate well - Utilize the radio and posters - Use positive/encouraging messages instead of negative versions - Incorporate pictures of food they typically eat - Haven’t seen the billboards - Liked the mascot <p>Marcelo presented the results from the Latino Men’s focus group:</p> <ul style="list-style-type: none"> - “Move more” doesn’t translate well - Liked the mascot and his posture - Place the mascot in locations relating to their culture - Television and newspaper are effective sources - Radio: possible 25 second advertisement for free?? - Free article in the <i>Hispanos Unidos</i> not an option right now - Soccer Tournament: March 16th, at Airpark; - Marcelo’s band...advertise ActionNow!??? <p>Renee and Carol presented on the African American focus group:</p> <ul style="list-style-type: none"> - Didn’t like the words “at risk.” Use “will get” or “has” - “Take action now” on pamphlet encourages readers to look inside, but “Know Your Numbers” is unclear - “Know your numbers”...clarify what numbers they should know, and what normal values/ranges are - Mascot looked too happy which gives the impression that it’s not a serious subject matter - Want to see real people and consequences, not cartoons - Small gatherings are a great way to get the message across - Grocery stores, gas stations, Walmart, sporting events, etc... <p>Tammy presented on the Asian/Vietnamese input:</p> <ul style="list-style-type: none"> - The idea of “prevention” is too abstract. - Liked the prescription pads - “Move more” and “know your numbers” doesn’t translate well - Liked the bookmark...there’s room on the back for more info; place in grocery stores - Insulin Resistance poster was confusing - Possibly utilize the Vietnamese radio program on Saturday afternoons
Assignments	<p>For next meeting: Based on information/ideas from community input, refine language as appropriate and bring specific recommendations for materials/posters. We need to finalize our messages and then ask SnitilyCarr to the May meeting.</p>
Next Meeting	<p>April 7, 2008, 9-10 a.m. at LLCHD. Room to be determined.</p>

Present: Dr. Derrick Anderson, Jane Lisenmeyer, Tammy Weihe, Renee Massie, Carol Mitchell, Marcelo Arevalo, Katie Willet