



Meeting Notes: ActionNow! Minority Health Committee Meeting

Date: May 12, 2008

Present: Dr. Derrick Anderson, Renee Massie, Jane Linsenmeyer, Marcelo Arevalo, Tammy Weihe, Clinton Schleining, Carol Mitchell

Topic	Discussion/Action
Current Activities	<p>Soccer Tournament Report:</p> <p>Marcelo and Jane shared information about the very successful Latino Soccer Tournament held on April 26 and 27th at Abbott Field. Families, adults and kids had a lot of fun. The event was considered an excellent way to promote diabetes prevention information. The t-shirts which emphasized the prevention message will be reused within the community and continue to promote diabetes prevention. Marcelo took excellent pictures of the event and will try to get parental release forms signed so pictures can be used for additional community promotion. This event was co-sponsored with El Centro de las Americas. Committee members recognized Marcelo for his hard work and accomplishment in putting together this event.</p> <p>Message Development for Materials/Posters:</p> <ul style="list-style-type: none"> • Renee will continue efforts to take pictures of persons known within the African American community and work on developing a brochure similar to the one used for cancer prevention. • Tammy will take drafted Asian pamphlets to Joyce for development, check on translation charges and also the cost of developing a diabetes prevention banner in Vietnamese. • Marcelo and Jane recommended the use of posters, church bulletins, as well as promotion at Walmart and ethnic markets/restaurants. Some draft material has been developed. • Committee members agreed that these venues were effective for all minority groups and should include email messaging for church bulletins, newsletter inserts and posters for physician offices. Billboards were seen as a good reinforcement of materials. It was suggested that the website be included on all distributed materials.
Plans for Next Steps:	Draft layouts for Latino, Asian and African-American materials will be reviewed at the next meeting.
Announcements	<p>Juneteenth will be held on June 14th with educational materials/screenings from noon- 2 p.m. ActionNow! materials and Risk Assessments will be made available.</p> <p>Dr. Anderson, Renee, Carol and Justin Hartman from St. E. will meet regarding a funding opportunity to promote a health event at Salvation Army on June 28th.</p>
Next Meeting	June 16, 2008 (Monday). 9-10 a.m. at LLCHD in the Library (2 nd Floor).