

Community Engagement Subcommittee

November 28, 2012

Attendees: Kathy Kraft (Chair), Jayne Klein, Bari Klein, Gale Sauer, Susan Kelly, Carole Boniface, Robin Stokes-Smith, Whitney Lang, Jackie Reuben, Mallory McClosky, Laura McIntosh, Robert Bailey, Robert Reier, Mary Hastler

Obesity Task Force: Susan presented highlights from the presentation of the Obesity Task Force (OTF) final report to county council. Moving forward, the OTF report requested support through the establishment of a Wellness Commission. To enhance the work of Healthy Harford and to implement some of the initiatives, financial support is being explored.

Gale and Robin concurred saying that there is a noticeable public interest in health and healthy communities.

Healthy Harford Day: Bari handed around a scrapbook of press releases relating to Healthy Harford and Healthy Harford Day.

Healthy Harford (HH) marketing: Bari announced that A. Bright Idea was selected to help develop a strategic marketing plan for Healthy Harford. The plan will be funded by a grant from the Maryland Community Health Resources Commission. A target market for the plan was discussed and while no individual group came out as the clear target, the committee did emphasize that for whatever goal is chosen, the end results should be measurable. Many suggestions were discussed and in the end the group felt name recognition and establishing HH as a local authority was most important. Jayne discussed the Daniel Project and suggested trying to change the culture of a small group that would then become influencers in the community i.e. church within the faith based community. The HH website was discussed as means of communicating a unified message and creating a local source of dependable information to support healthier lifestyles. Laura mentioned the need for the website to be interactively engaging and regularly updated. Committee members were asked if they would like to join the marketing group subcommittee and Carole Boniface and Mary Hastler agreed. A meeting will take place with A. Bright Idea the first week in December.

Healthy Restaurants: Jayne presented an outline for the Healthy Restaurant Designation program.

Entree items with less than 750 calories

And no more than:

- 30% of the calories from fat
- 10% from saturated fat
- 850 mg of sodium

- At least 3 oz. of lean protein
- A veggie and/or fruit
- And no deep fried items

Initial restaurants to be targeted include: Enotria, Giovanni's, Liberatore's, Scotto's, and Chopsticks. Restaurants that receive the healthy restaurant designation will receive a window cling for display. Susan said that one criterion for healthy restaurant designation will be enrollment in a food safety course, even though there is momentum to make this a requirement statewide. However, it may be sometime before something is actually ready to roll out at the state level. Healthy Restaurant events were discussed such as a Gala at the Armory, Taste of Harford centered around healthy food offerings, highlighting healthy menu choices during Restaurant Week, and a video contest.

Healthy Schools: Mallory presented an update on the Community Transformation Grant School Wellness Initiative. William Paca/Old Post Elementary, Havre de Grace Elementary and Edgewood Elementary are the participating schools. Staff at these schools have received wellness screenings, individual school wellness goals have been established, each school has been paired with high school students enrolled in the Public Health Class, and Health Department staff is presently participating in school Family Wellness Nights at each of the elementary schools. Kathy commented that this work was a great build up to the Healthy Schools Designation.

Rob B. floated the idea of a Healthy Family Designation as a way to encourage families to adopt healthier lifestyles. The group was very excited about this idea. Rob R. suggested families could receive Healthy Families stickers for their car, Whitney suggested people could post healthy family pictures on the healthy Harford Facebook page, and the whole project could be tied into local activities in Harford County. The project could be promoted via the public libraries and the schools.

Primary Care: Rebecca presented an update on information about linking primary care providers, in particular Pediatricians, to the Healthy Harford message by providing them with continuing education and toolboxes to help address obesity in our community. She noted that the American Academy of Pediatrics issued new guidelines and that there is a new newsletter HALF (Healthy Active Living for Families). It was suggested that HH window stickers could be provided for participating Practitioners.

Jayne suggested that Healthy Harford needs a media partner to promote both of these ideas as well as others. Rob said focus should be placed on engaging the business community.

Gale noted that the Gold Star symbols should be avoided as they mean someone has lost a loved one in the military, and such an identifier would not be well received in the Harford County community.