

Harford County Local Health Improvement Process- Obesity Task Force
Healthy Harford-Community Engagement Workgroup
Friday, October 10, 2014, 8:30am
Harford County Health Department, Hays Street, Bel Air, MD

Meeting Minutes

Attendance: Bari Klein- University of Maryland Upper Cheapeake Health (UCH), Harford County Health Department (HCHD); Mallory McCloskey – HCHD; Molly Mraz – HCHD; Robin Stokes-Smith- UCH; Elizabeth Driskell – Citizen; Shawn Duffy – The People’s Republic of Orange Awareness; Meg Deem – Harford County Gov’t Office of the County Executive; Janet Gleisner – Dept of Planning and Zoning; Rebecca Hartwig – Pediatrician, Pediatric Partners; Jane Howe – University of Maryland Master Gardeners; Kathy Burley – Harford Community College; Rob Reier – Town of Bel Air; Marlana McKenna – Office of Sustainability; Vickie Bands – UCH; Nick Kalargyros – Dept of Planning and Zoning; Alex Walker – Dept of Community Services; Keith Warner – Sheriff’s Office

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Healthy Harford Day Review

Review of Data

- How Attendees Heard About the Event
 - Bari reviewed the data from the survey that attendees took upon entrance into the event. Results showed the following:
 - Few are following Healthy Harford on social media
 - About 50% of attendees knew about the website, but less than that had actually accessed it
 - Most people heard about the event by word of mouth
 - Paying for advertisements in the Aegis seemed to pay off
- Vendor Survey
 - Vendors completed a web survey following the event, which showed the following results:
 - Overall vendors rated the event positively and liked the location and time of the event
 - Majority of the vendors were satisfied with their location at the event itself
 - Most vendors were not in favor of utilizing an indoor venue for the event or changing the date
- HealthLink Survey
 - Bari reviewed the final survey with the group that was conducted by Upper Chesapeake HealthLink that asked about health behaviors to help determine the efficacy of having a Healthy Harford Day. Results showed:
 - The overall impression of the event was positive
 - Majority of attendees were planning a lifestyle change and the areas in which they would make that lifestyle change were healthier food choices and exercise

- The top 3 health issues in the community were overweight/obesity, cancer, and smoking/tobacco use followed closely by substance abuse
- The top 3 themes identified in the comments included nutrition, skin cancer, and increased awareness of business/programs in Harford County
- Majority of the respondents were female, between 35-64 years of age, Caucasian/white, and live in the 21014 zip code

Feedback on Event

- More and/or different trash receptacles
- Signage showing vendors in attendance – more professional
- More porta-potties
- Inform vendors where other activities are located
- Tables should be there earlier
- Any vendors not meeting guidelines should not be included in the event
 - Modifications to the application could possibly address this
 - Email vendors the week before to remind them of the guidelines
 - Send follow-up letter after the event to the vendors
- Small stage needed for demo area
- Second speaker so announcements can be heard throughout the event
- More food vendors – but try to stick with food demos only
- Discussion on establishing a rain date – may be difficult for Bari to get equipment and such reserved for two weekends
- Partner with Bel Air Town Alliance to work with local restaurants to possibly provide a discount coupon for a designated healthy lunch – this could be promoted at the event

Future Community Engagement Meeting Dates

Due to multiple conflicts on the second Thursday of the month, a new meeting date was proposed by the group. **Meetings will now take place on the second Friday of the month at 8:30am still located at the Harford Community College.**

Update on Current Healthy Harford Projects

Janet Gleisner gave a quick update on the Safe Routes to School partnership with Emmorton Elementary. Planning and Zoning has been at the school on many mornings doing counts on the number of bikers and walkers. A walkability audit was given to parents to complete, and preliminary findings show that speed is a major issue. Walk to School Day on October 8th was a success with nearly 200 kids walking to school with most accompanied by a parent. Safe Routes to School funds will be used for traffic education and a few fixes to the surrounding environment. A marketing campaign will be done with the PTA to provide information on how to organize walking school buses. Planning and Zoning will work with the PTA throughout the winter in hopes for some implementation in the spring.

Rob Reier provided information on the upcoming Bel Air Film Festival. The feature film on Thursday night will be the documentary Fed Up, which was produced by Katie Couric and Laurie David. This documentary highlights the current childhood obesity epidemic as well as some of the misinformation out there about food and exercise. The film begins at 7:30pm and costs \$5.

The group was reminded about the upcoming Annual Harford County Local Health Improvement Coalition meeting on Monday, October 20th from 12pm-4pm at the Kaufman Cancer Center. Featured speakers will include Dr. Phil Nivatpumin - Medical Director of the Kaufman Cancer Center, Dr. Donald Shell – Director of MD DHMH Cancer and Chronic Disease Bureau, and John Wanner – Addiction and Recovery Counselor.