

Harford County Local Health Improvement Process
Healthy Harford-Obesity Workgroup
Friday, January 9th, 2015, 8:30am
Harford Community College, Edgewood Hall

The meeting began with the review of the Healthy Harford History handout.

- Focus was on Healthy Eating/Active Living
- Review of 2014-Continuation of Action Plan

Looked over November 14, 2014 meeting notes.

An exercise was conducted with the group in which they were asked to provide answers to the following three questions. Responses are summarized below.

1.) What did we do well in 2014?

- Healthy Harford Day
- Collaboration with APG members and other county agencies
- Community outreach/education
- Mobile meals program
- T-shirts “Healthy Harford”
- Healthy communities planning board in place and recognized by local government
- Health screenings and Blood Pressure monthly
- Public Relations
- Quarterly Newsletter

2.) What were some of our challenges in 2014 and what do we need to watch out for as we move forward?

- Space for Healthy Harford attendance at meetings
- Healthy Harford Day-establishing criteria for vendors (this group had varied ideas that didn't provide a clear guidance)
- Financial struggle to do more
- Reaching those who need the information (those who attend events or receive information are already leading healthy lifestyles)
- Getting the word out
- Continue to transform mindset to a healthier lifestyle
- Healthy Restaurant program
- People need transportation to participate
- Finding more vendors for Healthy Harford Day 2015 and ensure they are appropriate for our message
- Awareness of our initiatives
- Keeping community groups engaged.

- Reaching out to all areas of the county

3.) What should be our priorities for 2015?

- Widespread knowledge of what Healthy Harford is
- More media relations focus
- Partnership improvements
- Restaurant week
- Fully develop the Healthy Community Planning Board
- Expand Healthy Harford Days to other areas (Aberdeen or HDG)
- Continue to gain community support-increase members of community engagement.
- Employee wellness
- Getting Healthy Harford information out to a larger Harford County population and to increase attendance/participation of entire county at Healthy Harford Day
- Community gardens
- Work with schools
- Handouts in local Doctors offices
- Advertisements of programs
- Bringing programs to the general public so they become engaged
- Keeping/increasing involvement of BOE.
- Focus on youth at Healthy Harford Day
- Obesity/Tobacco/Substance misuse
- Encourage Board of Education to make healthy lifestyle a greater priority

Dr. Moy spurred the question of, “What is the vision of Healthy Harford?”

- How do we want to continue? Sustain or get bigger?
- Look at specific criteria for vendors at Healthy Harford Day.
- Make sure our identity is clear.
- Reaching out to underserved areas
 - Faith based groups
 - Community groups
 - Volunteer Fire Companies
 - Food Pantry’s
- Do we want to be “Active Living/Healthy Eating, or do we want to encompass “Health” in general? Meaning, environmental/safety etc.

Major problems and solutions we discussed:

- Transportation
- Media should be invited to our meetings to assist with branding/Seal of Approval
- Partnering with schools for culinary instruction
- Healthy Planning Board and Healthy Harford should meet together

Workplace Wellness initiative was discussed:

- Technical assistance/toolkit is needed
- Branding

- Chamber of Commerce needs to be involved
- Human Resource Association would be a great resource when they meet at the college
- Look into Maryland Healthiest Businesses program for additional assistance
- Looking into approaching Board of Education to get costs down for medical insurance. Need Board Members to participate in the discussion.

Focus on our message is the running theme throughout this meeting.

United Way was suggested to use for possible grants.

Upcoming event: Saturday, April 18, 2015-APG event/open to the public.