

**MID-SHORE LOCAL HEALTH IMPROVEMENT COALITION MEETING**  
**December 10, 2012**

<b>Present:</b> Carolyn Brooks	Scott Burleson	Mike Clark	Tracy Curry,
Dorine Fassett	Kathy Foster	Janet Fountain	Jake Frego
Roger Harrell	Molly Hilligoss	Holly Ireland	Charlene Jones
Julie Jones	Paula Lowry	Jane McConnell	Cathy McKelvy,
Nicole Morris	Laura Patrick	Tami Pusateri	Rebecca Rice
Sara Rich	Leland Spencer	Mary Walker	Linda Walls
Kathy Wright			

**I. WELCOME:**

Dr. Spencer welcomed everyone to the meeting. A round of self-introductions followed.

**II. MEETING OBJECTIVE FOCUS:**

Adolescent tobacco use (3<sup>rd</sup> strategy).

**III. DR. SPENCER'S INTRODUCTION AND ANNOUNCEMENTS:**

- The Coalition is supporting HRSA planning
  - We should hear on or before September 1<sup>st</sup>.
  - They are accepting proposals past deadline date; it will be a unified proposal.
  - This will provide federal grant monies to augment the planning and assessments for the coalition's mission and vision.
- The Dorchester-Caroline Health Empowerment Zone proposal made the first cut and a group will be going tomorrow to orally defend the proposal.
  - The proposal required the collaboration of many partners in local coalitions.
  - The final decision should be made by end of the month.
  - There were 2 proposals from the shore area.
- Any organization that is interested in working on any of the projects at the local level, please discuss with Dr. Spencer for possible funding opportunities.
- Today, we will address our 3<sup>rd</sup> strategy, adolescent smoking; how we can move forward with this strategy in the public setting.
  - PR, media, social networking, etc., pending funding.

**IV. BODY & SOUL UPDATES:**

Nicole Morris gave the following update:

- The Body & Soul program was implemented as a region-wide obesity reduction proposal for the minority community through 16 local churches.
  - The celebration event was held on December 1<sup>st</sup> at the Historical Society of Talbot County.
    - ♦ At the event, 4 churches presented their individualized programs, healthy food policies and success stories.

- We screened over 500 individuals.
- What we found was that 65% of those screened were obese.
- 30% indicated that they have diabetes.
- We have been given a brief extension until 15Feb13 to allow for 4 additional churches to implement the program. We will report the findings back to coalition after that time.

Dr. Spencer shared that the RFP from Body & Soul sets the foundation to expand into community health outreach workers. Questions to answer when considering this include: What role would they play, and how to implement that piece? Monies for this expansion should be available in January.

#### **V. COMCAST PRESENTATION:**

Dr. Spencer gave a warm welcome to Molly Hilligoss, Account Executive with Comcast. Molly sells TV advertisement time, and currently contracts with Easton Utilities, Atlantic broadband, FIOS, ATT, Direct TV, and Xfinity to inject commercials during program air-time. She is the sales force for cable ads. Two commercials have been produced in the last 6 months targeting youth tobacco use.

Molly shared a PowerPoint presentation with the group (see attached slides)

- She did initial research before beginning work on the commercials that included statistics, finding out where kids are today, what current pop-culture trends exist among youth.
- She found that Instagram and twitter are becoming more popular with teens as well as xbox and xbox live.
  - She stressed that to be effective in reaching teens/tweens, you have to know “where they are.”
- She introduced us to Hootsuite, a program that can "schedule" posts to FB, twitter, instagram, etc., all at once to save time and effort.
- She showed the commercials done for the VA Foundation for Healthy Youth, targeting youth ages 10-17 and tweens ages 10-14.
  - They included local kids in the campaigns to help spread the tobacco-free message.
- She discussed various advertising cost packages available, but indicated that she could work with us to meet our needs.
- She encouraged us to become familiar with and to include in our strategies, “behavioral marketing” and “retargeting” as strategies in our marketing.
- It takes \$375 per commercial to produce. We would provide the talent.

Discussion ensued as to whether it would be prudent to use local youth.

- Molly shared that for anti-tobacco, it is a good idea, as long as the child and parent fine with being in the commercial.
- Dorchester did use local kids and has experienced no negative outcomes as a result.

- In the group, there was some controversy over using local kids because it has backfired on some.
  - A suggestion was offered to use kids in recovery to do the PSAs for substance use, including drinking.
  - The consensus seemed to be that it might be okay to use local kids for Anti-tobacco PSAs, but maybe not for other substance use.
- Molly showed a couple, “Be the Wall” commercials.

The idea of using You-Tube was brought up because of the ability of injecting commercials before the showing of a selected video. Molly shared that yes, you can set it up that way, but you can also use a commercial as the video itself as another viable option.

A question was asked about whether you could use a QR code on a commercial advertisement. Molly responded that they are good on print media, but not for TV because they are not on the screen long enough.

#### **VI. DRUG-FREE DORCHESTER PRESENTATION:**

Charlene Jones, Dorchester County Health Department, offered this on the Drug-Free Dorchester program:

- The Youth Action Council was started in Dorchester with 2 different sites, both of which have merged into one Youth Action Council with 10 people.
  - All members have been trained; they have all attended the National Youth Leadership Training through CADCA, a group that coordinates coalitions.
  - The youth are currently working with 3 surrounding counties to help others, and to train other youth.
  - They pledge to not wear anything that displays suggestive items (like marijuana leaves, etc.) and they pledge to be substance-free.
  - Youth members must be in at least 5th grade, but don’t actually become full-fledged members until 6<sup>th</sup> grade and up.
  - They receive prevention training, and strive to promote positive community norms.
  - Much work was done to produce 2 commercials.
    - ♦ They had to research how to do effective media campaigns.
    - ♦ They discussed the effectiveness of scare tactics vs positive reinforcements (message) to change behavior and/or community norms.
    - ♦ The members attended media-camp in the summertime, and they spent 2 days with John Ebert to write the concept for the commercial.
    - ♦ Part 2 of the commercial is done, and ready to go.
    - ♦ They worked with WMDT who aired the commercial for 2 months on the radio, BET, ABC family, ESPN, and MTV.
    - ♦ They took each still-shot in the commercial and made them into multiple posters with the slogan, “I’d rather...(be doing)”
    - ♦ The commercials also air at the movie theater in Cambridge, MD

- ♦ Commercial #1 will show for 6 months, then will swap out for commercial #2, and play for another 6 months.
- ♦ The project was made possible through the Drug-Free Communities grant (DFC).
- Charlene shared that the best thing about working with WMDT is that they own the rights to the products, so they can do what they need to do with them.
  - There was no cost for production and filming. Using WMDT
  - WMDT helped format it so it could be seen in multi-media locations, such as the movie theater.
- They also made a binge drinking commercial that she kindly shared with us.

A question was posed about responses they have received from the tag line at the end of the commercial that says, write to us and tell us what you would rather do?

- Charlene responded that they did receive some feedback; however it was mostly from adults.
- She indicated that some of the students have received peer feedback, and thus far, none of it has been negative.

Another project of the Youth Action Council has been to write a policy handbook for recruitment, training, etc.

#### **VII. MEMBER UPDATES AND ANNOUNCEMENTS:**

- Nicole Morris shared that a video contest for Kent County middle and high schools is in the works. The videos will be posted on Vimeo, FB and the website, when available.
- There are currently 5 mid-shore underage media campaigns using billboards and social networks.
- Dr. Spencer shared that today's meeting was going to include a facilitation piece to better our understanding of how we will move forward, but in the interest of time and the discussion at hand, will be saved for another session.
- Scott Burleson asked, "Sometime by end of January, we should hear about the CHRC grant? Dr. Spencer responded with, "Yes, by end of month actually."

#### **VIII. NEXT COALITION MEETING:**

The next coalition meeting will take place on Monday, 14 January 2013 at 12:30pm, at the Queen Anne's County Health Department.

- The January meeting will focus on behavioral health, another Mid-Shore priority.
  - ED visits for mental illness/substance use are above state average.
  - Suicide rates are above state averages.
  - The current legislative session is looking at this issue as well.
  - Please invite behavioral health associates to be part of the discussion.
  - Invite Dr. Gayle Jordan-Randolph, Secretary of Behavioral Health, DHMH.

#### **IX. Adjournment at 1:55 pm.**