

ICEHI/PACE-EH
Environmental Health Assessment Team (EHAT)
MINUTES

Date: Thursday, September 16, 2004

Time: 5:30pm – 7:30pm

Location: Heller Road Fire Station, Oak Harbor, WA

Present: Tom Baxter, Phyllis Brett, Sheilagh Byler, Roger Case, Lisa Clark, Joline DeVos, Toni Marie Dinelli, Mark Lathrop, David Macys, Kristy Miller, Laurie Mosolino, Marie Piper, Jim Patton, Linda Rhodes, Matt Sullivan, Jill Usher

Staff Present: Tim McDonald, Keith Higman, Celine Servatius, Nancy Farnsworth

Excused: Wes George, Kevin Kiper, Nels Konnerup, Steve Markle, Henry Powers, Dana Pratt, Reece Rose, Jodi Samek, Jack Sharpe Jr.

Call to Order: Tom Baxter EHAT Chair called the scheduled meeting of the Environmental Health Assessment Team to order at 5:36pm.

Agenda Items:

1. Review Minutes from August 2004 Meeting, Guest Introductions

- a) Minutes were approved as written.

2. Certificate Presentation – EHAT Successes and Milestones

- a) Tim McDonald reviewed the accomplishments of EHAT. Commended for narrowing down the complete list of issues to the four selected.
- b) Thanked all members for their service over the last two years and presented certificates of appreciation.

3. New Grant Update: Delivering Environmental Health Services

- a) New CDC Grant was awarded. The plan is to build on successes of EHAT.
- b) Objectives of the Grant.
 - 1. Action Plan Development (Dumping, Walkable IC).
 - 2. Implement Community based Action Plan.
 - 3. Data Collection and Analysis.
 - 4. Develop GIS based analysis tools to track status of priority EH issues.
 - 5. Health Information Bulletins Developed.
 - 6. Develop models for Implementation Strategies.
 - 7. Develop strategy to provide input on EH Issues to policy makers at National Level.
 - 8. Market and Disseminate models/strategies.
- c) Potential New Grant from DOH. Community Prevention Projects; Nutrition and Physical Activity Grant.
 - 1. Planning Grant – 1 year (Jan – Dec 2005)
 - 2. Can compete for Implementation Grant next.
 - 3. Application Due: October 22nd
 - 4. Focus: Physical Inactivity and Poor Nutrition (underlying causes of obesity and other diseases).
 - 5. Groups applying jointly: CHAB, EHAT, WHIM, Camano Neighborhood Walkers
 - 6. Goal 1: Develop Community based Action Plan to address physical activity and nutrition.
 - a) May involve: Search conference, strategic planning, training, data collection, partnerships with schools, community organizations, etc.
 - 7. Goal 2: Apply for Implementation Funding.

4. Social Marketing Presentation

- a) Social Marketing: Marketing strategy, target audience, voluntary behavior change.
- b) Goal of Public Health: Decrease premature death and disability thru prevention.
- c) What are the leading ACTUAL causes of death and disability? Communicable disease, obesity, accidents, smoking, heart disease, diet and exercise, drug and alcohol abuse, environmental exposure.
- d) Public Health Programs work to make it easier for people to make healthy choices.
- e) Social Marketing: tool to help us influence positive behavior change.
- f) Want to make Healthy Behavior: FUN (challenging, amusing, desirable), EASY (accessible, better than competition, and immediate benefit), POPULAR (people know about it, they do it and encourage others to do it).
- g) Four Ways Behavior Changes
 1. Accepting a new behavior (giving blood, wear a seat belt)
 2. Rejecting or not starting a behavior (not smoking, not using pesticides)
 3. Modifying a behavior (exercise more, drink less, eat more vegetables)
 4. Abandoning a behavior (stop smoking, stop drinking)
- h) KEYS: Find immediate benefits, Remove barriers, Know your competition.
- i) Must FIRST Decide on Target Audience:
- j) Research: What do they think and do?
- k) Narrow Focus: To those who are MOST likely to change!
- l) Audience Driven: Doesn't usually go after those with WORST problem, May not even target people with the problem, May not require a health message. (Ex: Teen smoking: teens, parents, tobacco companies, store owners.)
- m) Important Questions to Ask:
 1. Who is most likely to make a difference in this particular problem?
 2. Which of these can I best reach considering my resources?
 3. Who is MOST willing to start NOW?
- n) Marketing Strategies (Four P's)
 1. PRODUCT: What you are selling....behavior change
 2. PRICE: What will it cost? What do they have to pay or give up?
 3. PLACE: Where is it available? How do they access service? Location?
 4. PROMOTION: How do they find out about product? Advertising? Word of mouth?
- o) REVIEW: Social Marketing uses principles of commercial marketing to:
 1. Develop Marketing Strategy
 2. Target Audience (Successful because focuses on needs and interests)
 3. Behavior Change (Important to public health because it addresses) Addresses REAL CAUSES of disease and disability.
 4. Goal of Social Marketing - Make Healthy Behavior: FUN, EASY, and POPULAR!!!
- p) UPCOMING TRAINING: Social Marketing Workshop, December 6 & 7th, (2 days), Coupeville Recreational Hall. Let staff know if you are interested in attending.

5. Meeting with Matt Kaufman (Skagit County Health Department)

- a) Mr. Kaufman met with EHAT members and EH Staff and discussed Skagit County enforcement procedures.
- b) Keith Higman review basics of Skagit County enforcement: Funding from enforcement goes back to group and to general department fund. Enforcement is administrative instead of judicial, which allows rapid return on activity. All appeals stay with in the Health Department. They help private owners whose property was dumped on by someone else. Have a hotline to report littering. Offered a junk car round up and disposal.

6. Knowledge Assessment

- a) Reminded that Knowledge Assessment forms need to be returned, because they are needed for the closeout of the first grant.

7. Subcommittees Meet

- a) Linda Rhodes presented her draft Power Point presentation.

8. Closing Business

- a) Reminded of 2nd Dumping Forum, Tuesday October 26, 2004, Coupeville Recreational Hall.

Adjourn: The meeting was adjourned at 7:07pm.