

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

**Date:** Thursday January 20, 2005  
**Time:** 5:30pm – 7:30pm  
**Location:** Heller Road Fire Station, Oak Harbor, WA

**Present:** Lisa Clark, Mark Lathrop, David Macys, Kristy Miller, Laurie Mosolino, Marie Piper, Linda Rhodes

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

**Absent:** Reece Rose

**Excused:** Phyllis Brett, Roger Case, Joline DeVos, Jim Patton

**Call to Order:** Linda Rhodes called the scheduled meeting of the Environmental Health Assessment Team to order at 5:38pm.

**Agenda Items:**

**1. Review Minutes from the November 2004 Meeting**

- a) Minutes were approved as submitted.

**2. Debrief on Social Marketing Training**

- a) Social Marketing training was thought to be extremely beneficial.
- b) Attendees divided up into groups and worked on different issues.
- c) Social marketing is used to influence a target audience to voluntarily change behavior.
- d) Complete identification of the target audience is essential to success, and to move a larger group to change.
- e) Planning should include identifying barriers, and anticipate and solve problems.
- f) EHAT agreed to incorporate social marketing into the dumping plan.

**3. Update on EHAT Membership**

- a) Advertisement was published in the local newspapers. A new ad will be developed with the theme that "Your Community Needs You".
- b) EHAT to look for individuals that would be motivated to make a difference in the community.
- c) Discussed each EHAT member making 4 contacts by next meeting.
- d) EHAT volunteered for assignments to help with recruitment. Members agreed to email David Macys follow-up on assignments. He will use feedback to develop the Communication Plan. ([macyda@aol.com](mailto:macyda@aol.com)). Staff to send out assignment list next week.
- e) Discussed matrix of EHAT recruitment. Need more representation in the following areas: legal system, ethnic diversity, food supply, communication industry, recreation industry, State Parks (Rangers).
- f) Staff to send out electronic copies of talking points and EHAT application.

**4. Status of Communication Plan**

- a) David Macys is developing the Communication Plan, and will use feedback from individual assignments to complete it.

**5. Discuss Dumping Action Plan**

- a) Celine reviewed timeline of Dumping Action Plan.
- b) Discussed survey options and the need for a baseline of illegal dumping in Island County.
- c) Working with EH Staff to develop a procedure to speak to violators and get feedback.
- d) Discussed the need to develop a market strategy and define the target audience.

- e) Discussed having a focus group that targets violators.
- f) Discussed the outcome of the last Dumping Forum. Need to determine priorities and feasibility of each action.
- g) Each step needs a plan developed (what want to do), and sell it to the appropriate individuals (show benefits and ask for support). Also need to have an estimate of costs.

**6. Discuss Physical Activity Grant**

- a) Draft plan is to hold 4 search conferences to explain the issues, identify community specific elements, poll and develop a plan.
- b) EHAT to support the grant.
- c) County will apply for implementation grant in December.
- d) Partnerships formed with WHIM, Camano Neighborhood Walkers, EHAT, CHAB, 4 School Districts.

**7. Break-out Subcommittee Work (if time allows)**

- a) Time did not allow breakout session.

**8. Closing Business and Homework**

- a) Complete recruitment assignments and email status to David Macys.

**Adjourn:** The meeting was adjourned at 7:35pm.