**HEAL PRIORITY ACTION TEAM Minutes**

Date: Thursday, September 10

Time: 2:00 to 3:30 pm

Location: <https://go.illinois.edu/HEALmeeting>

**GOAL:** TO FOSTER AND PROMOTE HEALTHY EATING AND ACTIVE LIVING TO REDUCE CHRONIC DISEASE AND FOOD INSECURITY IN THE TRI-COUNTY AREA.

**OBJECTIVE #1** (HP2020): By 2022, reduce the proportion of adults considered obese by 2%

**OBJECTIVE #2** (HP2020): By 2022, reduce the proportion of youth (Grade 8-12), who self-reported overweight and obese by 2%

**OBJECTIVE #3** (HP2020): By 2022, decrease food insecurity in populations residing in Peoria, Tazewell and Woodford Counties by 1%

**SOCIAL DETERMINANTS**: Food insecurity & Built environment

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| **Topic** | **Leader** | **Action Items** |
| Welcome and Introductions | Team | Susie Smith, OSFJordan Rahn, CHOIAmy Fox, TCHDKayla, U of I extensionMichelle Compton, PCCHDCathyRachel Benn, U of I ExtGreg Eberle, HMCShanita Wallace, TCHDKaitlyn Streitmatter, U of I ext.**We had several new members attend the meeting. The chairs would like to personally welcome these members to the team! We would appreciate if you could e-mail to capture your contact information and further discuss participating in HEAL.**Greg’s stated the Partnership for Health Community Board met late August. There was discussion surrounding the priority action teams moving forward. Also, they continued discussion about marketing and use of the PHFC logo. Kaitlyn presented the idea of HEAL marketing campaign to the PFHC board during the meeting. |
| Program alignment to achieve goals | Team  | Shanita presented a PowerPoint on the proposed HEAL campaign. She began with update from PFHC board meeting, stating the board expressed materials in our campaign must be evidence based. The other slides included discussing type of campaign, topics, assignments, and next steps.There was discussion surrounding the type of campaign to host. Shanita provided two examples, a quarterly newsletter and flyer. Input from team included need to address sponsor of newsletter, target audience or reach. Shanita asked for other suggestions from team. Suggestions included bus ads and social media, which resulted in discussion surrounding the need for age appropriate tools. Topics identified by chairs were reviewed. Members were asked to make suggestions of additional topics.Discussion surrounding the purpose of the marketing campaign and if it was to better align assets or provide education. Amy suggested it was a combo of both and challenged the group to pilot the HEAL newsletter. She suggested the first issue to be surrounding nutrition, including gardens, emergency food, and food bank information. Michelle volunteered to assist with those working on newsletter. Amy will create newsletter template and provide to chairs. |
| Objective #1 Adult obesity | Shanita Wallace | No additional discussion. |
| Objective #2 Youth obesity/overweight | Greg Eberle | No additional discussion. |
| Objective #3 Food Insecurity  | Kaitlyn Streitmatter | No additional discussion. |
| Announcements | Team | Michelle Compton announced WIC EBT has gone live! PCCHD is experiencing a back log of calls since going live. Shanita informed members TCHD and Unity Point Health is hosting their annual Mammogram Day on October 16, 2020. Locations include UPH Pekin hospital, Proctor Hospital, and Diagnostic Center. Kaitlyn announced Food Pantry Network – HOI is hosting Hunger Action Month. Today is Hunger Action Day. She encouraged everyone to check out the campaign: <https://go.illinois.edu/HAM2020>Shanita informed members that Food Pantry Network – HOI has gone live on TPW IRIS, which is a referral system that will allow incoming and outgoing referrals to food pantries and other organizations participating in IRIS. |
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**Visit** [**healthyhoi.org**](https://healthyhoi.org/2020-22-Healthy-Eating-Active-Living) **for more information on the HEAL Priority Action Team!**