A picture containing bubble chart

Description automatically generated**HEAL PRIORITY ACTION TEAM Minutes**

Date: Thursday, November 9, 2023

Time: 2:00 to 3:30 pm

Location: U of I Extension - Peoria / Zoom

1. Welcome/Introductions/Announcements
   1. Rebecca Crumrine, U of I Extension, SNAP Ed
   2. Shanita Wallace, TCHD
   3. Amy Fox, TCHD
   4. Hillary Aggertt, WCHD
   5. Kim Litwiller, TCHD
   6. Amanda Hunt, TCHD
   7. Michelle Compton, PCCHD
   8. Emily Zoid, PCCHD
   9. Jovon Matthew, PCCHD
   10. Seth Noland, PCCHD
   11. Kate MacIntyre, PCCHD
   12. Raquel Herron, PPD
   13. Mike Brooks, OSF Garden of Hope
   14. Michelle Hatfield, Midwest Foodbank
2. PFHC Board/Chair Announcements
   * Amy – starting for next cycle, we will hear about meeting dates, teams will develop, will be a new team to go through new MAPP process – MAPP 2.0 is redeveloped to include diversity and equity, Amy will go off-cycle and tag out with Hillary;
   * Hillary – working on website and marketing; use of logos ; meeting Nov 30 to talk about this; i.e. when to use partnership logo; how to brand things
   * 2024 meeting schedule – quarterly in person meetings, remainder virtual; talked about maybe shorter meetings – will keep 2nd thurs at 2pm
3. Data Report – Dr. Kelly
   * No update
4. HEAL Team News
   * Shanita – time to create for Oct/Nov – 3 articles – will approve at Dec meeting – Amy hoping to talk about walking initiatives -
5. Subcommittee Updates:

* Built Environment – Complete Streets
  + Hillary and Amy will sit on regional team through Tri-county Regional Planning Commission
* WIC/Farmers Market
  + Michelle – no updates from PCCHD; Farmers Market closed Oct 31 – will have redemption rate numbers in the spring; 3 WIC coordinators will meet on Nov 20 to brainstorm next steps
  + Amy – talked about Emergency Foods Navigator – need community health workers – to help folks find food pantries – folks need additional support to help navigate food system – to help find resource – like a breast feeding peer counselor – follow up on food info – how to navigate – shop together
  + Federal funding not through yet – cost of produce more expensive – will have impact
* HEAL Food System Partners
  + Amy – this month had early holiday celebration –
    - Rebecca – Community Garden Grants – send to Mike Brooks by Dec 1st – 5 or 6 submitted so far – up to $500 each:
      * <https://healthyhoi.org/Gardening-Grant>
  + Grow a Row – produce donated to food banks –
  + Eat-able alphabet will be Tri-County wide – starting in Woodford
  + Mobile Kitchen – teaching kitchen – guide book
    - Holiday Guides – where to go in person:
      * <https://uofi.app.box.com/s/dimon1kzrpp0nr4emtsius8qtyphh0me>
      * <https://extension.illinois.edu/events/2023-12-01-12-days-giving>
  + Nov 16 – WTVP TV Special – Rebecca and Sophia’s Kitchen was interviewed.
* Pekin Committee for Active Transportation
  + Amy will send out info on next full meeting and 2nd open house
* Regional Food Council
  + Amy – meeting will be in Feb – continuing resolution – farm bill – will roll back increases
  + Food Resource Action Center (FRAC) – updates – 2023 Hunger Cliff – reduction in SNAP benefits – summary for each state
    - <https://frac.org/wp-content/uploads/SNAP_FRAC_FactSheets_Illinois.pdf>
    - <https://frac.org/subscribe-to-enews>
  + Met last week – next steps – need to continue for all food systems – need steering committee – they have asked for a Healthy Eating section – 6 meetings per year – each section would plan 1 meeting – looking for HEAL support – reach out to Amy or Rebecca if interested

1. Breakout session for workgroups
   * Active Living Team:
   * **PA1** – Hillary provided update on data and App – 3 Health Departments will pay for the cost – will get price quotes from 2 vendors to decide which is best:
   * Move Spring: <https://movespring.com/>
   * Walker Tracker: <https://www.terryberry.com/walker-tracker/>
   * Amy – hoping by Thanksgiving or by end of Nov – will have a better understanding of best practices – campaign movement – how to market – needs to be user friendly, needs to link to existing fitness devices
   * looking at different campaigns i.e. Move it Mondays, Take a Walk Wednesdays – would like a competitive piece – include minimum activity – need options to engage
   * Marketing team will start marketing plan: **Let’s Move Tri-County** – need to create a graphic – will make a press release – will need one post per week from partners to promote – then kick off in Jan
   * **PA2** – Increase Partners – no new people this past month
   * Shanita and Hillary talked about the website – how to better organize and make more user friendly
   * we now have 11 organizations – started at 9 so added 2
   * **PA3** – Promotional Campaigns – Take a Walk Wednesday – Kim said final numbers were 15000 – good reach last month – could reuse next year
   * Rebecca has a Health Holiday campaign – U of I Extension has healthy recipes – Kim will talk to Raquel about physical activities to put beside recipes
   * Raquel – PPD does 12 Days of Fitness – will send info to Kim
   * Cupid Shuffle challenge was suggested for Feb – dance for 25 seconds – how to track – challenge will be a virtual event
   * **PA4** – Social Support Event – Hunger Walk – did not increase by 50%
   * app will be a social support event – discuss with Data Team to determine how to measure an app as an event?
   * Need to determine what is a measurable across the board – what are the app capabilities – the word event or program would be a better option – so we can document anything that may count
   * Need to determine how to capture Amanda’s Fit and Strong – total number of participants – how to increase numbers – come up with a plan for what worked – need guide for additional partners in the group – what data we want and why
   * Hillary and Shanita will meet with Data Team to add to social supports to see what we can do
   * Hillary – looking to the future – need timeline for the entire year – everything that is happening – are we recycling new ideas or creating new things -
2. Workgroup Report
   * Healthy Eating Group
   * HE1 – Community Gardens – Mike will reach out to each (37) gardens – need contacts for some – to get numbers of family and children accessing gardens
   * HE2 – Dr Kelly working on standard evaluation – for those who are using gardens - number attending classes – knowledge of fruits and veg
   * HE3 – weekly post – now to end Dec – 17th will start having posts for holidays – alternate between Healthy Holiday swap and recipe – videos
   * Emily will join Mike and Rebecca to video – recipes – ideas for quick videos – share on social media – Kids Cook Mondays – gardening tips – garden surveys at the dinner tonight – after awards will be survey

**Visit** [**healthyhoi.org**](https://healthyhoi.org/2020-22-Healthy-Eating-Active-Living) **for more information on the HEAL Priority Action Team!**