***Healthy Dearborn is a community united to promote a healthier tomorrow!*   
 *Our Vision:* Dearborn, a thriving, diverse community, will fully embrace a unified culture of health where everyone enjoys whole health (mind, body, spirit), with equal access to healthy foods, health care, green space and opportunities for safe, active living.**

***Our Mission:* We will create valuable opportunities for people in Dearborn to practice healthy lifestyles by enriching their minds, nurturing their bodies, and revitalizing their spirit.**

**Healthy Dearborn**June 20, 2017   
**Minutes**

**Meeting attendees:** Sanae Abbas, Zahra Abbas, Ali Baleed Almaklani, Lila Amen, Mary Baker, Ali Bazzi, Tracy Besek, Sophie Blaharski, Ahlam Bokari, Rachelle Bonelli, Sarah Braden, Rachel Bruinsma, Bethany Burge, Chris Burkhalter, Danene Charles, Kasmere Cheek, Heather Dillaway, Maddie Duesterberg, Brandi Ekpiken, Tim Harrison, Mona Hijazi, Amanda Jaczkowski, Andrew Kercher, Samah Khatib, Craig Kotajarvi, Stephanie Krajnik, Noel Kulik, Kelsey Lemay, Annarose Lemire, Cynthia Mason, Chris Mayer, Teia McGahey, Erica Mitra, Teia McGahey, DeJuan McTaw, Quentin Moore, Cassandra Northrup, David Norwood, Kate Pepin, Carmel Price, Olivia Sanderson, Glenn Savarese, Lois Sczomak, Nancy Short, Christopher Smith, Lisa Stack-Frizzell, Sharon Stanek, Nicole Urdahl, Abeer Yassine, Lacea Zavala

The meeting was held at the Ford Community & Performing Arts Center. Introductions were made and the meeting materials were reviewed.

This meeting was the first of two strategic planning sessions. Healthy Dearborn coalition members are now in Year Two of their strategic plan. The strategic plan is our road map. It guides everything we do, every decision made. It aligns with our mission and vision. It monitors our progress. The value of this plan cannot be overstated;

Much like human development, strategic plans go through stages. Last year, Healthy Dearborn was in the start-up phase. Now we are transitioning into infancy. Last year was a trying-out of the new plan. When we started out, we had no idea what would work or not work. We knew there’d be opportunities and challenges discovered along the way. Because strategic plans are actualized in a dynamic community that changes, plan goals and objectives will change. Sometimes we get new information that changes things, such as the CDC/RWJF 500 Cities project data showing serious health disparities between east and west Dearborn. While we continue to focus on the entire city of Dearborn, this data tells us we must dedicate additional resources to the more vulnerable areas as well. These factors are why we are now revisiting and revising, if needed, the strategic plan.

During the first exercise, the whole group shared comments on what has or has not worked over the past year. Anyone who made a comment received a reward (a tangerine tossed to them). A representative from each Action Team recorded comments relevant to their respective focus areas onto newsprint. The comments were as follows:

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| **WHAT WORKED IN YEAR ONE** | | | | | |
| **ALL** | **HEALTHY FOODS** | **HEALTHY AT PLAY** | **HEALTHY AT WORK** | **HEALTHY SCHOOLS** | **HEALTHY TRANSPORTATION** |
| Student participation | Farmer’s Market connection | Bike Share |  | Coalition growth | Bike Share |
| HD website launched |  | Transformation Tuesdays |  |  | Walk & Rolls |
| Surveys |  |  |  |  |  |
| Cross team communication |  |  |  |  |  |
| Coalition growth |  |  |  |  |  |
| Diversity is celebrated |  |  |  |  |  |
| Phenomenal research efforts – WSU, UM-D, UM-AA, students |  |  |  |  |  |
| **WHAT NEEDS IMPROVEMENT IN YEAR 2 AND BEYOND** | | | | | |
| Cross team communication | Realistic time expectations for plan implementation | Bike trails |  | Brain Breaks | Bike trails |
| Increased local business participation |  | Grants |  |  | Grants |
| Increased neighborhood assoc. involvement |  |  |  |  |  |
| Stronger social media presence |  |  |  |  |  |
| Hold a “Healthy Dearborn” Day |  |  |  |  |  |
| Utilization of census tract data |  |  |  |  |  |

The second exercise was a deeper dive into what worked and didn’t work for each team, and how teams were able to capitalize on an inventory of assets that were identified last year. “New” coalition members facilitated each team discussion. The third exercise called for each action team thinking ahead five years. Each action team was instructed to develop a long term outcome for their efforts, e.g., “by 2022, we will have \_\_\_\_\_\_\_\_”.

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| **HEALTHY FOODS** | |
| **Discussion Points**  1. Link people to healthy food  \* increase awareness,   knowledge & skills about  wellness  \* support growing &   consuming local food   products.  2. We need to do outreach programs & go into communities (meet them where they are).  \* Address the larger   structural problems as well.  \* Farmers Market location   does not meet the need for   all due to location &   convenience.  3. Utilizing student interns  \* Promoting existing   community events on   website & social media  \* Give out promotional  materials to partners &   nonprofit institutions (one-  pager)  \* Set up seed library (goal 3) | **2022 Outcomes Envisioned**  At the end of year 2022:   1. More than 1 Farmer’s Market/Truck (access) 2. Education & implementation programs that coincide with the market 3. Emphasize benefits of choosing healthy foods 4. Social Media campaign 5. Emphasize the personal stories/raise awareness \* provide incentive \* reward for choosing  healthy option 6. Local seed library filled w/local seeds \* tool sharing library (e.g., tiller you can check out & return) \* Info about seasons/spacing/ /harvesting/transplanting 7. 50 Dearborn restaurants/Farmers Market will have the Healthy Dearborn designation 8. Firm connection with the other workgroups (coordination/partnership) |

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| **HEALTHY AT PLAY** | |
| **Discussion Points**  What we got done:   * Student participation * Website * Transformation Tuesdays * Participation of a good representation of community * Activity inventory on website but need more work * City website w/detail information about what’s available at parks * Started data collection * Demographics – what age group we’re targeting * Social media presence   Objectives not successful/barriers:   * Lack of time to find resources to collect & analyze data (students were very helpful!) * Establishing communication for all ages and ways to promote * Social media, posters, verbal, Chamber of Commerce, website * Single Point of Entry into being “healthy” & having fun in Dearborn – parsing it out: Filters, e.g., biker in Dearborn – “what can I do?” * Healthy Dearborn branding – umbrella for all * Hit neighborhood associations – have Healthy Dearborn representative * Get flyers to pass out to neighbors from Sara – free events * Haven’t reached out to already established activities, e.g., runner group 100 people – didn’t know & now we can promote * Spearhead events and if that doesn’t work – link to similar/other related events * Limitations of website – ongoing process. How can we make our website more accessible & appear on top 5 (\*submitted to Google?) * How to frame a media & communications plan; proactive about media communications & structuring how we want to communicate information (how to use each mode) * Customer facing to promote all aspects of Healthy Dearborn – a Healthy Dearborn Day * End goal: mapping & promote info – physical & intuitive near me | **2022 Outcomes Envisioned**  Resource list w/map, ages, categories  All residents know to turn to “Healthy Dearborn” brand  Reaching outside Dearborn  Dearborn is a regional hub for healthy activities & events  Decrease in health disparities  Track progress to help get more grant $  Sponsorship & funding – sustainable  Getting kids involved – lifelong engagement (passport stickers), free & paid events, low income kids can still participate |

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| **HEALTHY AT WORK** | |
| **Discussion Points**  What we got done:   * First to get info on website – resources for employers * Survey for businesses to identify businesses who have wellness programs or who would like to * Survey is a baseline for businesses * Partners – NKF & MSU Extension – toolkits * Chamber of Commerce to help put survey out to 10 businesses * Access 21st century wellness program for youth * MSU on website – NKF not yet on website * We will work with both partners * Have 10 surveys completed on website   To do:   * Need translator – ACCESS * Ask Jackie Lovejoy to identify businesses * Reach out to businesses * Offer to present at Chamber of Commerce meeting * Invite business owners to coalition meeting   Objectives not successful/barriers:   * Unable to reach out to businesses * Lack of consistent engagement from team | **2022 Outcomes Envisioned**  SMART Goals:  Sustainability  Annual contact w/businesses/champion  Increase awareness of importance of healthy work environment  1.Focus groups 2x/year including non-members, HR & members; invite champions from businesses to measure success for members  2. 10 companies initially; by 2022, 50 companies engaged  3. Increase provider list – 1 per year (now NKF & MSU)  4. More action team members by 5 key stakeholders (business owners) annually  5. Increase coalition members – 20% |

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| **HEALTHY SCHOOLS** | |
| **Discussion Points**  What we got done:   * Partial implementation of brain breaks * Established a bank of activities to be used in brain breaks * Baseline surveys – know what exists & what work needs to be done * Recess policy changes became recess guidelines * Developed wellness guidelines for teachers   To do:   * Brain breaks – shift teacher paradigm * Change culture of school with principal support, using teachers, student groups & staff as ambassadors – more activity, healthier habits * Open House brochure, similar to 5-2-1-0 document; need to develop before Open House * Engage & inspire students, family, community around wellness guidelines * Short lessons on health & nutrition * Increase physical activity before & after school - Using a reward system/fundraiser for physical activity (key chains, t-shirts) | **2022 Outcomes Envisioned**  Extend initiatives throughout all grade levels  \* Brain breaks (K-12)  \* Before & after school  \* Recess guidelines  \* Open House brochures  Implement a health class in high schools  Select Health Wellness Ambassadors @ ea. School, teachers/students  Invite community businesses to fund wellness t-shirts, key chains for wellness participation  Develop Healthy Dearborn teams to participate in one 5-K Cipriano Run/Walk & Martian Event |

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| **HEALTHY TRANSPORTATION** |
| **2022 Outcomes Envisioned**  75% of multi-modal transportation plan  Gold rating by League of American Cyclists  5 walking groups (increased emphasis on walking)  Increased accessibility  More countdown signs  Increased Walk & Roll attendance  Safe Routes to Schools – 10  Renew city ordinances related to bicycling  Engage w/ “Bike to Work/School” days  Integration with other committees  “Look Both Ways”  Transportation committee |

At 10:05, the third exercise was postponed until the next strategic plan meeting so that meeting participants would have time to view the excellent student poster presentations. Four poster presentations completed by WSU students in Professor Heather Dillaway’s class highlighted their work on a Healthy Schools Action Team survey that was administered among parents and staff at one elementary school.

At the next meeting on July 20th, we will be fortunate in having a skilled facilitator, Celeste Rabaut, to guide coalition members through strategic plan revisions.

The meeting adjourned at 10:30.

**Future Meeting Dates:**

* **Special, two-hour strategic planning meeting**: Tuesday, July 18th, 8:30 – 10:30 a.m., 15500 Lundy Parkway, Mackinaw Room
* Tuesday, August 15th, 8:30 – 10:00 a.m., location TBD
* Tuesday, September 19th, 8:30 – 10:00 a.m., location TBD