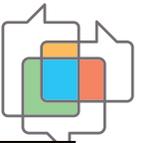


HEALTH THINK TANK

Meeting 2 | October 30, 2015

Overview of Collaborative Initiative Ideas from Meeting 1

#	New Collaborative Initiative Idea	Comments
1	Concentrate on promoting healthier workforces	<ul style="list-style-type: none"> Concentrate on promoting healthier workforces: a good way to introduce or reinforce behaviors that can carry over to the rest of people's living. Businesses should be interested in this because it establishes a certain culture in the workplace. It can create and encourage healthier habits that in the long run may be more beneficial to the company i.e. lower rates of absenteeism, insurance rates.
2	Connect Mecklenburg County Park and Recreation trails to schools and neighborhoods	
3	Collaboratively support farmers' markets and community gardens	<ul style="list-style-type: none"> Community gardens and farmers' markets: identified areas with low food access. Work to provide access to fresh and healthy food for people who live in those communities.
4	Create community mobilization around policy change (educating on what community mobilization looks like; how does it happen?)	<ul style="list-style-type: none"> Community mobilization around policy change: grassroots efforts that lead to policy change, i.e. have at least 1 nurse in all schools. When talking about health and wellness, need to appeal to all communities, i.e. religious community, etc. Need to pitch the importance of taking control of our health and being more aware of health and wellness.
5	Development of navigation system for healthcare services	<ul style="list-style-type: none"> Education on how to use certain benefits associated with the healthcare system. For example, many folks have insurance for the first time and aren't sure how to use that or navigate the nuances of that program.
6	Develop marketing strategies to include private and public healthcare systems	
7	Transportation initiative	<ul style="list-style-type: none"> Transportation initiative: services that can get folks to health appointments. Targeting underserved populations who don't have access to cars
8	Brochures/pamphlets at Mecklenburg County Department of	<ul style="list-style-type: none"> Provide information about existing services (brochures in various places): similar to a portal



#	New Collaborative Initiative Idea	Comments
	Social Services or low-cost locations like clinic to provide information about existing services	
9	Immigration and refugee support	<ul style="list-style-type: none"> Refugees are on the fringes of services, actively reach out to organizations that work with these populations and have more active inclusion.
10	Media campaigns to promote healthy habits	<ul style="list-style-type: none"> Put something intentional in the school system to address these topics
11	Imbed resources in school curriculum to prevent workforce violence and domestic violence	
12	Greater coordination among organizations focusing on aging community	
13	Greater coordination among organizations focusing on food and nutrition	

Represented Organizations

Active Charlotte:

A group that started in response to Charlotte’s ranking as a fitness community. A hub for active and healthy organizations to share what is going on in the community. Organize socials to get healthy individuals and people who want to promote that around Charlotte in the same space. Active Charlotte wants to help promote other events as well. Partners with various organizations such as Sustain Charlotte. Want to promote walkability. Activecharlotte.org

Healthy Charlotte Initiative:

A sub-council with the Chamber of Commerce. Has now existed for about 2 years with about 180 people involved. They have three focus areas: activity, smoking cessation, nutrition. Have initiatives around walking, i.e. walking Wednesdays. Focusing on being active in the workplace. Promoting nutrition within corporations, i.e. meals they serve in businesses and offerings of food people have access to in the workplace. Promote healthy selections.

Carolina Thread Trail:

Goal is to have 1,500 miles of trails across 15 different counties. Organize about 4 Community hikes and paddles per year.

Charlotte Health Department:

Policy and promotion – community engagement events as it relates to healthy lifestyles. Tobacco cessation programs. Healthy weight healthy child – promoting physical activity and healthy



nutrition. Food access projects and promoting healthy eating i.e. school gardens. Transportation projects, advocate for more and better use bike lanes and greenways. Chronic disease prevention and community health assessment.

Charlotte Area Health Education Center (AHEC):

Provide quality health education for clinicians and non-clinicians. Provide events that bring about health awareness. Try to provide education, competent, and compassionate care around different topics. Encourage walkable/livable communities. HEROS program – health education to middle and high school students who are interested in health care as a future career. Offer symposiums and events where they collaborate with the public and various organizations. The goal is to talk about various aspects of care. Examples of previous symposiums include those about transgender individuals, and sickle cell. Getting ready to have a childhood obesity summit.

North Carolina State University Cooperative Extension Program:

Have 100 extension offices around the state. Create partnerships on the county level. In Mecklenburg, they partner with Park and Recreation. Their three focus areas are on youth development, food, and agriculture. Each county has different focus points and standpoints - Mecklenburg county has an environmental standpoint. Focus on food literacy. Work with local food businesses, farmer's markets, etc. Raise awareness on agriculture and supporting local businesses. Teach food preservation classes, food system, etc. Provide lots of educational opportunities. Eat smart, move more, weigh less – healthy weight management (not a weight loss program). Goal is to teach healthy lifestyle skills. Work with at-risk communities to teach them how to use their resources as best as possible. Encourage and help farmer market vendors get set up to be able to accept SNAP and EBT. Also have a horticulture program. 4-H program is focused on youths and food education.

Mecklenburg County Department of Social Services:

Economic services department – help people who are applying for Medicaid/health insurance. Youth and family services – children that are at-risk. Seek to educate and motivate workforce. Organize lunch and learns about nutrition and wellness. Also provide various biometric services. Various programs to create a culture of health and wellness. My total health employee program: internal focused on creating productive and healthy workforce.

The Vital Form:

Focus on building cities that encourage health instead of using promotional material. Currently working on developing food kitchen through Queen City Forward. Collaborating with an organization in Copenhagen to design ways to combat loneliness and isolation. Their focus is on transplants coming to charlotte - how to welcome them and make that moving experience better for them. Cultivate a welcoming culture and culture of connectedness

Shift:

A social design firm – tackle social issues. Working with City Startup Labs – a social incubator where entrepreneurs, citizens, public, private stakeholders come together to create solutions. Focus is on bikeability, walkability, etc.

Charlotte Rescue Mission:

Have 2 programs, Dove’s Nest (women’s program) and Rebound (men’s program). A residential substance abuse program that helps people battle alcohol and/or drug addiction while also instilling religious values. Lots of people who come through programs also have other health issues i.e. mental health problems and physical problems. Want partner with organizations that will help staff members be more active and stay healthy. Staff members should be healthy and take care of themselves before being able to help others.

Collaborative Initiative Ideas

Group 1

- *Focus* (versus a specific initiative) on education in public schools and in homes
- Educations services: texting, video, and a single point of face-to-face contact
- Health programs that include diverse groups (i.e. intergenerational, immigrant, refugee populations)
- *Focus* on human-scale living: developing communities where basic necessities are available within 1-2 miles (reflected in #2 & #3)
- Modifications to current list
 - #5, 8, 10: collapse into an education component

Group 2

- Modifications to current list
 - #5, 6, 8, 10: collapsed into idea of creating a portal that provides education, webinars, etc that promotes health and wellness
 - #9: add veterans support and homeless population
 - #10: TV, radio, billboard, grassroots efforts
 - #11: add mental health education to the health curriculum so that children understand better
 - #12: the faith community can serve as a collaborative partner
 - #13: the faith community and all of Mecklenburg’s education opportunities (CMS, universities, etc.) can serve as collaborative partners
 - #1: include the promotion of healthy eating in the workplace
- Generate more data (i.e. measures included in the Quality of Life Explorer) that can be made available to developers, urban designers, etc. to promote the construction of communities that encourage healthy lifestyles
- Best practice example: Serenbe Farm in Atlanta, GA

Who to add

- Charlotte sport franchises



LIVABLE
MECK

- Friendship Gardens
- Sow Much Good
- Charlotte Meditation
- CMS
- Entrepreneurs?
- Code for Charlotte (to advise on portal idea)
- Leaders in the faith community
- Developers
- UNCC Urban Institute
- Mental Health Experts
- CMPD

