



Lakewood Steering Committee Meeting (10.20.21)

This meeting took place virtually via Zoom.

Attendees

- Loren Anthes
- Emily Campbell
- Patti Carlyle
- Emily Muttillio
- Alex Dorman
- Taneisha Fair
- Natasha Takyi-Micah
- Ebony Thornton
- Dave Baas
- Mary Anne Crampton
- Kate Ingersoll
- Antoinette Gelsomino
- Kirstin Craciun
- Kristin Broadbent
- Shawn Leininger

Agenda

- I. **Status of Research—Emily Muttillio**
 - a. **CCS searched for communities with similar demographics who have done CHNAs**
 - i. Various assessments found, but not all CHNAs
 - ii. Make sure there was a focus on 1 or more social determinant of health
 - iii. Looked for those not part of hospital CHNA or a county CHA
 - iv. Also searched for those with focus on racial equity
 - b. **Communications Strategy**
 - i. Will use the following tools
 1. NACCHO Community Plan for Health Assessment
 2. Good & Healthy
 3. Healthy Communities toolkit
 4. Connecticut Hospital Association Guideline for Conducting CHNA's
 - ii. Community Outreach

1. Will identify audience and best methods for communicating to them
 2. Clear, simple messaging
 3. Will lean heavily on steering committee for recruitment and contacts to community organizations to reach participants
 4. COPE (create once and publish everywhere) content that is used to help w/consistent branding and messaging
- iii. Media
1. Identify appropriate media persona/outlet to promote and craft specific to that outlet
 2. Identify a preferred spokesperson among the group who will be appropriate
 3. Develop talking points to stay clear
 4. Will direct back to Lakewood's website or CCS for information
 5. Identify best platform for each audience to maximize social media
 6. Identify internal capacity for monitoring social media and engage as necessary
 7. Create a social media campaign

II. Adopting a Trauma Informed Approach—Alex Dorman

- a. This is emerging framework from CWRU in 2020 looking at working with marginalized communities
 - i. Basic Principle: Marginalized populations can often be retraumatized through processes like these, and framework follows specific tenets throughout process to help reduce undue stress on participants
- b. Provides guiding questions for each stage of process

i. Pre-Study	iv. Informed Consent
ii. Study Design	v. Data Collection
iii. Recruitment	vi. Post-Data Collection
- c. CCS looking to see if developing a partnership with CWRU might be a next step to explore
- d. Framework prioritizes the safety of participants even when it leads to reforming questions/not collecting certain info to avoid retraumatizing
- e. CCS generally tries to create an environment where individuals do not feel pressured to speak on certain difficult topics

III. Reviewing Advisory Committee Representation—Emily Muttilo

- a. (See Slides)
- b. Time, technology, and compensation are barriers that will need to be overcome

- c. Time of the meetings in the afternoon probably won't work for those who have lower incomes/employers who will not allow them the time to meet
- d. Could recruit from ARTF to have some of those individuals join the advisory/steering committee
- e. **Action:** Toni will reach out to contacts from the Arab community organization to gauge interest in individuals joining
- f. Can be flexible in time with meetings to allow more to be able to join
- g. Offering a stipend may help with recruiting more to participate
 - i. Think about conflicts w/those who come during the workday
 - ii. What is the status of those receiving a stipend in relation to the city?
 - iii. CCS will need to think thru what best practices are and bring concerns, etc. to steering committee before decisions are made
 - iv. Consider that offering incentives for focus groups v advisory committee has an issue of status that can be lost, and that this is an important factor to ensure an equitable process
- h. Compensation/incentives are already built in to key informant interviews and focus groups
- i. Think about how we can create multiple "tables" to enable as many people to
 - i. Hearing from and meeting with groups that are already meeting to hear from them when it is convenient for them
 - ii. Think about other groups who can offer valuable, additional perspectives (e.g. young moms in Lakewood)

IV. Steering Committee—Loren Anthes

- a. Laura and Angelina co-chairs from ARTF sent as potential members
 - i. Laura for advisory in the event she is elected for council
 - 1. An appointment of the council and would not continue on ARTF
 - ii. Angelina would be a candidate for the steering committee
- b. May be best to contact Pres O'Malley on city council to hear their thoughts on adding a potential council member
- c. Could ask advisory committee and ARTF about additional contacts or individuals they know of
- d. Need to consider if members from ARTF are coming as community residents or representing ARTF ← same needs to be considered for advisory committee members
 - i. Original intent of the advisory committee that was formed was those who represent organizations whose expertise was desired
 - ii. Consider that people can have dual perspectives
- e. For youth, the group can consider meeting with or recruiting individuals from the Youth Council thru ARTF

- f. There is a contact on the list for ASIA, Inc. as well
- g. **Action:** Toni can have her Metro contacts reach out to Loren

V. Census Timing on Data –Emily Campbell

- a. Current data is being called “experimental” and 5-year estimates will be the best for now given issues with data collection b/c of COVID
- b. We can use some caution with how we interpret, but this will be the best data available
- c. Data will not come out until January, but should not affect the overall timeline
 - i. Will focus on other secondary data sources in the meantime
- d. CCS can talk to Poverty Center at CWRU for housing data and Enterprise for lead data