



Lakewood CHNA Steering Committee Meeting (2.16.2022)

This meeting took place virtually via Zoom.

I. Review of Survey Indicators

- a. American Community Survey data for 2021 has been released
- b. Working with Cleveland Clinic & Summit County Public Health Dashboard to get general data on chronic disease & disability status
 - i. Won't be representative of other providers
 - ii. Still finishing logistics w/Cleveland Clinic
- c. Other local data: incident reports, curriculum, emissions, and survey data
- d. Can compare similar cities and Cuyahoga County to Lakewood
- e. Able to create ward proxies in mapping with census tracts

II. Communications Strategy for Survey Launch

- a. Strategy created to help members when sharing the survey
 - i. "Social cards" prepared w/a link for the Lakewood site to be used as social media posts by anyone –a content package for distribution for stakeholders and steering/advisory committee members to use for consistent messaging
 - 1. Eight different versions of cards
 - 2. Change "measure" to "know" on social card to add a more personal touch
 - ii. Social media posts that can be scheduled once approved
 - 1. Will be 4 Facebook and LinkedIn posts
 - 2. 3 Tweets with 2 hashtags
 - iii. Longer newsletter that can be shared thru email available
- b. Website has been reformatted
 - i. Has "community suggestion box" for people to offer additional comments

- ii. Website will have an explanation of process of longer survey, a shorter survey for them to take and announcement for (focus group) community meetings and dates
 - 1. Convenience sample survey will be developed after we see what the gaps are after the first survey
- c. Most of next month will be spent promoting the survey and further developing a community engagement plan
 - i. Water bill, rental registry and Board of elections (oversample for ward 4) will be used for the mailing list