Chronic Disease Prevention Council (CDPC) Meeting

239 Golden Hill Office Building, Kingston, NY

July 23, 2015 2-4pm

1. **Introductions**
2. Internal and External Communication methods

* Email, google group, constant contact list, Ulster County Human Services Listserv, LinkedIn Group, UCHD Facebook – Any questions email Kristen at kew67@cornell.edu

1. Criteria to be a Healthy Ulster Council Initiative –

* When thinking of initiative needs to fit with vision and initiative of council:
  + Vision/Mission Oriented
  + Collective impact with projects for the county
  + Policy, Systems, and Environmental (PSE) Change and Evidence-Based Characteristics
* Identify type of action that can influence the largest issues of Ulster County- obesity, smoking.
* Many participants identified the need to be updated regarding what is going on in the county.

1. Strategic Action Planning: VMOSA- Vision, Mission, Objectives, Strategies, Action Steps
2. Discussed changing the name of our council - Chronic Disease Prevention Council (CDPC) to Healthy Ulster Council

* Reason - Branding- the current name is not clear to people who are not on the inside.
* Create a catchy name that identifies the entity and initiatives of the group – preventing obesity and chronic disease. Name needs to be appealing, not off-putting, and help with branding. The name needs to get recognition from other organizations and professionals to join in on the initiatives.
* It was suggested that the word “council” be in the name because it works to identify a group.
* The job of this group is to create awareness, promote, and increase access to healthy living. Aim to create a vision that health can be good, fun, and encouraging.
* New suggestions for group name:
  + Ulster County Alive and Well
  + Ulster County Council for Living and Wellness
  + Ulster County Healthy
  + Council For Healthy Ulster County
  + Council For the Promotion of a Healthy Ulster County
  + Council For Healthy Ulster
* Criticisms and different ideas:

• Word “healthy” is overused

• “Chronic disease” is more precise

• Use a more specific word than healthy

• “Healthy Ulster Council” sounds too much like county

* Please send Kristin emails with name suggestions and ideas by Thursday 7/30

1. Vision - the dream, the ideal conditions of your community.
   * A county where a strong culture of health supports healthy lifestyles for all people across socioeconomic differences.

* Criticisms and suggestions:
  + Add something about geographic area so it does not sound so “Kingstoncentric”. Seems everything happens in Kingston.
  + “Countywide” instead of county
  + Health and healthy in one sentence is too much.
  + “Creating opportunities for people to live a healthy lifestyle.”
  + “Countywide culture of health for all people and or residents.”
  + Want to produce enthusiasm with terms, such as robust, hard, healthy, fun
  + Healthy lifestyle sounds like healthy county that supports lifestyles for all people in all places.

1. Mission – the what and why, action-oriented explanation of overarching outcomes.
   * To strengthen collaboration between organizations working to promote wellness and prevent illness and improve health outcomes through collective action and projects.

* Criticisms and suggestions:
  + Where is the collaboration? Can’t strengthen something that isn’t there.
  + “Strengthening collaboration between organizations and working together to promote healthy living.”
  + Trying to include all organizations- need to make sure language is understandable to an outsider
  + “Working to promote living well”
  + Simplify “working together”, and say “to promote wellness and access.”
  + We as a community are trying to strengthen and promote wellness. May relate better to vision statement.
  + We want to sound community oriented. Using the term “organization” separates us from community.
  + “Change”, “outcome” and “synchronize” should be used.
* The group is encouraged to send more comments to Kristen by next week via email.

1. Goals, Objectives and Strategies: Make sure there is a difference between goals, objectives, and strategies.

* Goal – the purpose toward which an endeavor is directed. The result or achievement toward which effort is directed or aimed.
* Objective – the “what will be accomplished by when”, specific changes you’d like to see in a time period. Objective is measurable, tangible, and has a clear target.
* Strategy – the activity or method for achieving the goal; the overall plan of action.
* Objectives should be S.M.A.R.T: Specific, Measureable, Attainable, Realistic, and Timely. AND/OR C.L.E.A.R: Collaborative, Limited, Emotional, Appreciable, Refinable.

1. Physical activity break using YouTube
2. Group breakout time: Evaluate your proposed initiative against the criteria for being a healthy ulster council initiative. What would be your groups overall goal? Get started on objective and strategies. Plan to present your action plan to the entire council in September.
3. Wrap-up: New features of Healthy Ulster County Website <http://healthyulstercounty.net/>
4. Next meeting: Thursday, September 24th from 2:00-4:00pm.

Cameron Williams

Debbie Briggs

Debra Lundgren

Diane Mueller

Gloria Waslyn

Jenny Chien

Katie Sheehan-Lopez

Kim Butwell

Kristen Wilson

Laurie Mozian

Marge Gagnon

Rebecca Dean

Sarah Peterson

Shayna Russo

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Respectfully submitted by Sarah Peterson, Environmental Health Aid. If any corrections or edits are needed please email Stacy Kraft, Public Health Education Coordinator at [stor@co.ulster.ny.us](mailto:stor@co.ulster.ny.us).