

Douglas Special Action Group Minutes  
18 October 2004  
First Presbyterian Church  
760 10<sup>th</sup> Street  
Douglas, AZ

Introduction

Jill Guernsey de Zapien began the meeting by having everyone introduce themselves (Name & Organization). She gave a brief history of the Douglas SAG emphasizing that the group's focus is policy change at the community level. Jill also explained that Evelyn Markee-Whitmer would begin to take a more active role in the facilitation and leadership responsibilities of the Douglas SAG. She works for the University of Arizona Cochise County Cooperative Extension based in Sierra Vista and serves all of Cochise County. Jenny Hunter will be collaborating with Evelyn to organize the Douglas SAG meetings.

Jill explained to the group that today we will be doing our annual critical reflection where we discuss what we have accomplished this past year and any obstacles we have encountered. Jill explained that we are trying to capture a snapshot as a group of what we have accomplished and how.

Before beginning the critical reflection discussion, Jill asked everyone to look over the agenda. She asked the Med Club representative, David Fernando Machado, who was present at the meeting to describe what is going on at the high school when the group reaches the Updates section. Lea Dodge added she would like to discuss the Community Health Worker training program also.

Jill then turned the meeting over to Joel Meister, who asked everyone to take a moment and look over the minutes from the meeting in July to see if anything was missing or was misrepresented. Rhea Morales pointed out a few errors that will be corrected by Rosie Stewart.

Discussion of Accomplishments/Achievements of SAG

Joel then turned the meeting over to Evelyn. She stated that she would like this to be an open discussion. She then facilitated the discussion. The questions asked as well as the notes taken from the discussion follow.

*1a. What have we accomplished as a group?*

- Have more physical activity in the schools
- Expanded physical education in schools
- Attained new SAG participants
- The people (group) commitment
- As an outsider, public awareness through newspaper articles and participation in local fairs, such as the CARE fair and Bi-national fair.
- Soda/vending machines out of most schools
- Improved school nutrition
- Schools giving better food

- Policy changes in schools
- Some schools not selling candy for fundraiser
- Successful walking groups
- Promotora Outreach Office in collaboration with the Southeastern Arizona Medical Center (the hospital)
- We have definitely moved from awareness in the “inner circle” to a broader constituency of many key leaders throughout the community
- Awareness raised among parents and teachers about the prevalence and risks of diabetes in kids
- Issue of depression raised by community
- Using school tax credits more
- Our own school cafeteria Director, which allows for more flexibility in what is served
- Focus shift toward policy
- Greater role played by Parks and Recreation, a year ago they weren’t even at the table
- Parks and Recreation is working with senior citizens and kids
- Shifted from candy fundraisers to selling gift wrap, ornaments, and magazines
- Walk for Diabetes
- Med Club on board
- We are all still here since 1998 and committed

*1b. What helped us get there?*

- With regard to Pasos Adelante and the walking groups, already had an established curriculum/model that was used in other border communities, so we didn’t have to start from scratch
- PTSO presentations at schools
- The subcommittee and their brainstorming sessions
- Parks and Recreation
- Support from the University of Arizona
- Trust, team work, fortitude, and food
- Carol Huddleston being involved and the facilitator for the Turning Point Coalition
- Buy-in into shifting to policy
- Work on many projects together
- Media
- Partnering with schools
- Very supportive school administrator, Mrs. Doan, was very open to health topics
- Group able to obtain good working relations with others
- Deal with the City and School Board
- Turning Point Connection
- Work with community
- School system involved
- School Health Index (SHI)
- Continuity

- New faces too
- High trust level
- University support, feedback, and stimulate more information outside
- Focus on goal
- Ahead of the game, the outside media is barely focusing on things we have already started to tackle

*1c. What obstacles/challenges did we address to get there?*

- Hard to get into schools
- No media coverage at first
- Turnover/administrative changes in the schools
- Uniting everybody
- Not enough parent participation
- Getting physicians involved in SAG
- How we as a group work with the STEPS initiative
- STEPS—getting them to work with us, we need a representative from STEPS at the Douglas SAG meetings (Mary Jane Joyal on February 7, 2005 clarified that a STEPS representative has been involved with the Douglas SAG ever since STEPS started. A STEPS representative has been in attendance at every Douglas SAG meeting, except for the meeting on October 18, 2004.)
- Haven't figured out how to integrate students from high school
- General lack of health education in the community
- Time table
- Coordination
- Reasonable time frames
- Apathy in community
- Busy schedules
- Lack of knowledge and skills in community at all levels
- Finding something better to sell in the schools for fundraisers

*2a. What would we have liked to accomplish?*

- More high school participation
- Need to use media more to advertise ourselves and what we are doing/working on, increase media coverage
- Advertise the SAG a little more—who we are and what we are doing
- Need a brochure (in both English and Spanish) with written information about the SAG
- Have community buy into what SAG is
- Finish PTSO presentations
- Policy changes
- Involve families
- Creating a linkage with STEPS in regards to the SHI implementation they are planning on doing
- Linkage to Cochise County Workforce for grants
- Find successful alternatives for fundraisers, put it back on the vendors and ask them to bring better sales to the schools besides candy sales

- Survey parents (in both English and Spanish) to find out what they would be willing to buy
- Survey students and school administrators to find out what they have tried before in regards to fundraisers, what has worked and why and what hasn't worked and why
- Business bribes
- Contacting entrepreneurs for best fundraisers
- Project High School will be asking the school vendors (computer vendors, cleaning company, etc.) for donations
- In regards to fundraisers, think of alternatives that give instant gratification—something in their hand—rather than having to wait for something to be ordered
- Ideas for future fundraisers:
  - Collect pennies/Penny Park Challenge
  - “Make It Stop!” fundraiser
  - Pacer test being done by Elsa Obregon
  - Ecology drive
  - Parent group at the high school is planning a carnival and will be selling booth space for \$25; it will be some time in March; they are hoping to advertise to other schools in order to have them participate
  - Med Club planning on having Whopper sales, car washes and creating a recipe book to sell

**2b. Why didn't we accomplish these things?(Changed this question to: How do we accomplish these things?)**

- Make fundraisers a topic for the next Douglas SAG meeting
- In the meantime, have discussions with schools and students
- Need to gather data—ask principals and students what they have tried, why did it work or why didn't it work, and what are other ideas
- Have a small subgroup of the SAG commit to having these discussions with the schools, students, and parents
- Make list of the different fundraising ideas mentioned at this meeting and use it as a starting point

**2c. Are these things still worth accomplishing?**

- YES!

**Focus Groups**

Kerstin Reinschmidt briefly described the SONRISA curriculum on which she is working. The SONRISA curriculum is a mental health and depression curriculum for promotoras. It will be based on what is already available and on focus groups conducted in the Douglas area. Kerstin is reviewing existing mental health/depression curricula developed for Hispanics; will obtain input from providers, promotoras, patients, patients' families, and the community through focus groups; will obtain feedback from promotoras about the curriculum developed through pilot testing; and will disseminate and provide training on the curriculum along the border communities. She is asking for the SAG members to suggest potential community members that

would be willing to participate in community focus group. She passed out index cards for participant suggestions to be returned to her by the end of the meeting and a recruitment letter that describes what she is doing and why and contains her contact information. The focus groups will range from 4-10 people and can be done in English and/or Spanish. If anyone has questions or would like to suggest someone for the focus group, please contact Kerstin at 520-318-7270, ext. 18 or [kerstin@u.arizona.edu](mailto:kerstin@u.arizona.edu).

#### KIDS FIT, An Expanded Food and Nutrition Education Program (EFNEP)

Cecilia Valdez explained this new program through the University of Arizona Cochise County Cooperative Extension. The mission of the program is to reduce the prevalence of childhood obesity through the integration of research, education, and innovative approaches to help children achieve healthy weights. She passed around a brochure that described the program in-depth. Classes will cover subjects such as budgeting and creating a grocery list. Classes will be done in English and Spanish. They are trying to get 3-4 families together to work as a support group for one another.

#### Updates

##### **Community Health Worker Training Program**

Lea explained that the Community Health Worker certificate program initially began with 17 students, but now there are 11. Students were lost for many different reasons. The program is being conducted at Cochise College. Next semester students will be required to do 320 hours for their practicum work. Anyone interested in having a student volunteer at their work place, please contact Lea Dodge at [leadodge@msn.com](mailto:leadodge@msn.com). There are a couple of students that aren't currently employed and who will need to be placed with organizations in order to fulfill the practicum requirement. 320 hours equals about 20 hours of work per week for 16 weeks.

##### **Med Club**

David mentioned activities that the Med Club is doing. They just participated in the Relay for Life to help raise money for cancer research. They are planning to have a field trip to Grand Canyon University to learn about nursing and science careers. Med Club students also helped with the Binational Fair on October 13, 2004. He said that he would go back to the Med Club, the Student Council, and Key Club since he is a member of all of those and present the fundraising ideas we came up with tonight.

David also mentioned that everything has to go before the Student Council for approval prior to implementation. He suggested giving the Student Council a list of fundraisers to avoid approving, i.e. candy sales, etc.

##### **Pasos Adelante - Community Nutrition and Walking Groups Program**

Lourdes Fernandez mentioned that her and Blanca Robles would be having the Pasos Adelante graduation tomorrow, October 19<sup>th</sup>. They will be having 16 participants graduate. She explained that a new class of Pasos Adelante would be starting in November.

They also gave out 52 pedometers that were donated by the hospital at the Binational walk on October 13<sup>th</sup>. Participants also received water bottles and t-shirts.

**Other**

Yolanda Caruso mentioned that the Med Club would be sponsoring a community blood drive on November 15, 2004 from 9 am to 2 pm at the Douglas High School Gymnasium. They will also be organizing a fundraiser called Pennies for Patients that will occur in March 2005 in order to raise money for leukemia and lymphoma patients.

The next SAG meeting will be held:

Monday, January 31<sup>st</sup>, 2005  
First Presbyterian Church  
760 10<sup>th</sup> Street  
Douglas, AZ  
6:00-7:30 pm

The next subcommittee meeting to discuss the next steps of the School Board and PTSO presentations as well as fundraisers will be held:

Monday, November 1<sup>st</sup>, 2004  
First Presbyterian Church  
760 10<sup>th</sup> Street  
Douglas, AZ  
3:00-4:00 pm

There will also be a subcommittee meeting held before the SAG meeting:

Monday, January 31<sup>st</sup>, 2005  
First Presbyterian Church  
760 10<sup>th</sup> Street  
Douglas, AZ  
4:30-5:30 pm