

Border Health ¡SI!  
Special Action Group  
January 22, 2003

**Welcome & Introductions**

Marilynn Johnson welcomed everyone to the meeting and let the group know that there was competition for attendance. The President of the ASU was in town and today was the grand opening of Wal-Mart. The guests introduced themselves to the SAG group, and then SAG members introduced themselves. Marilynn briefly spoke about the two handouts; one was a news article about the walking path that will be built from Baffert Drive to Doe Street. The second article, America Moves, a conference held on April 3-4, 2003 in Mesa, AZ. Marilynn encourages everyone to attend the conference.

Marilynn Johnson introduced Minnie Almader, New Program Coordinator for Cooperative Extension. She will be the grant writer for the Special Action Group. Minnie is originally from the Douglas area and attended Pueblo High School in Tucson. She holds a doctorate degree in education. Minnie is currently working on the Robert Wood Johnson Foundation, Active Living by Design grant proposal. She will also be looking at other funding sources to sustain SAG and other programs within Border Health SI.

**Keith Provan – Project Assessment**

Marilynn reported that Keith Provan was unable to hand out the assessment until approved by Human Subjects at the University of Arizona.

**Border Health ¡SI! Update**

Jill de Zapien thanked everyone who participated by sending letters to the Mel & Edith Zuckerman –College of Public Health accreditation. They will be receiving the analysis report in about sixty days. Two things stood out from the visit:

- a. Incredible commitment and dedication from faculty and staff members.
- b. Incredible relationships that exist between community organizations and the College of Public Health.

Abstracts are to be submitted to the National Conference of Chronic Disease Prevention from CDC. These submitted abstracts will speak about Border Health SI. Vickie Steinfeldt will be presenting an abstract in St. Louis.

Jill de Zapien reported that Sue Murray would be filling a position within MEZACOPH for the TTC2 grant. This grant is not for Border Health SI but is attached to Border Health SI. Sue Murray's' position will be to support the development of the Arizona Community Health Outreach Workers Association (AZCHOW). She is to be a strong voice for Community Health Outreach workers organization. She will begin next week.

Jill de Zapien gave a brief summary on the Jump Start program and how the position of an AZCHOW supporter came about. The Jump Start program provided a curriculum for community colleges to form a sixteen-credit certificate course for community health reach workers and promotoras, this would help them get validation within the academic community. The course does not certify promotoras or community health workers.

The position for a staff person was included into a grant originally to help sustain Border Health SI programs. The staff person was to help the statewide association develop. There are currently different organizations helping to sustain the AZCHOW organization.

Jill de Zapien reported that Cochise area is working with the Southwest Center for Community Health Promotion to move forward in their plans.

They have changed the long-term goal from mandatory PE in schools to promoting all types of physical activity in schools environment and throughout the community. The second goal is gathering information on the vending machines throughout the community. They are moving forward by gathering information on different strategies to approach that issue in the community.

Andrea Dunn reported that since other program activities were completed in December, They would be turning their focus on evaluation and sustainability. Jacob Abarca will complete a survey with grocery store managers in our area. The survey will look at community indicators, looking at what the demands are in grocery stores. They will be looking at six grocery stores in Yuma and five in Nogales. They expect to begin the survey in mid February.

### **Road Map – Subcommittee**

Marilynn Johnson spoke about the goal of the group being the environmental shift of public policy. Successes include:

- P.E in schools
- Walking trail being built
- Walmart to add a sidewalk on Mastick Way
- Little Red School changes in bake sales, etc. making healthy food/snack choices.
- Health articles added to the Nogales International.
- Dean Fish and Dina Sanchez participating in the City of Nogales Comprehensive Plan Advisory Board
- Having City of Nogales officials be part of the SAG members. Marcel Bachelier and George Liniero are especially helpful.
- Boys & Girls Club receiving funding for a gym. Some are not directly from SAG but illustrates policy changes concerning health in our community.

The short-term goal and long-term goal for SAG originally were:

Short-term goal: prepare three different plans for recreational facilities and walking areas.

Long-term goal: involvement in the comprehensive plan for Nogales, Growing Smarter Plan.

Items still needed to complete from the short-term goal are:

- Increasing bicycle/walking trails for recreation and transportation, increasing recreational and park sites in our community
- DES and Food stamps (free school lunches and what you can buy)

### **Discussion**

A discussion then took place about the increase of physical activity. Minnie Almader then spoke about the goals of the Robert Wood Johnson Foundation, Active Living by Design grant proposal. The goals are: to increase physical activity and healthy living styles. She then spoke about a brainstorming session at SEAHEC with Rich Polheber, Ila Tittelbaugh, JoJean Elenes, Maia Ingram, Karen Halverson, Dean Fish, and Marilyn Johnson.

The brainstorming session brought the following ideas to the table for policy making, they are:

- Promote activities, bringing in local athletes as role models
- Realizing that change of people's, habits will not be overnight.
- Ways to include success stories from walking club members
- Rewarding participants and community leaders

Rich Polheber suggested that we should focus on spending money for marketing not just on infrastructure. He suggested bringing people from the Tucson and Phoenix area to give instructions on forming little league, soccer, and other sports. He emphasizes on the need to spend money on marketing.

Jill de Zapien mentioned that with one policy shift in place, the need to build awareness between physical activity and health. There can then be a demand for more things.

The discussion included creating brochures for existing walking trails, using promotoras for testimonials and having testimonials in the newspaper.

Marilynn spoke about the short-term goal and the long-term goal. The short-term goal will move to the next level. Since the walking path will be built, the group will brainstorm on marketing, identify other walking areas and promotoras testimonials being useful to the community. The long-term goal will not change. Jill suggested someone go to the legislature website and look for any updated information that the group needs to be aware of.

The group decided not to break into sub-committees and work together in brainstorming as a group. The group then brainstormed on recreation facilities and physical activity, getting the message across to the public and get them walking.

The following are the brainstorming ideas for the next step in the short-term goal:

Get message out to public, plus get them walking  
**Muevate Nogales/Get Moving Nogales!**

- Brochure
- Existing facilities
  - New facilities

<b><i>Information needed for the brochure:</i></b>	<b><i>Who can help with that info.?:</i></b>
A. Get a list of facilities, charges (fees), etc <ul style="list-style-type: none"> <li>• Gyms</li> <li>• Swimming pools</li> </ul>	Marcel Bachelier ? Chamber of Commerce ?
<ul style="list-style-type: none"> <li>• Picking brains of promotoras to find out where, when, how for walking information.</li> </ul>	Andrea Dunn
C. Encourage worksite programs <ul style="list-style-type: none"> <li>• Survey existing work site programs</li> <li>• Creating opportunities for physical activity during the day</li> <li>• Incentives – activity diary</li> </ul>	Steven Arrellano ? Chamber of Commerce
D. Role models/testimonials <ul style="list-style-type: none"> <li>• walking groups/others</li> <li>• Anna Guevarra and other sports</li> </ul>	Andrea Dunn Marilynn Johnson

E. Rotary club – supporting neighborhood parks (see if Nogales chapter interested) <ul style="list-style-type: none"> <li>• Possibly to recognize family memorials/ etc.</li> </ul>	Rich Pohlheber
F. Walk master in city recreation staff?	Marcel Bachelier ?
G. Events <ul style="list-style-type: none"> <li>• 5k event, etc. not necessarily attached to fund raising or fund raising for diabetes. Pierson to Little Red walk within range. – safety? Another route?</li> </ul>	Andrea Dunn
H. School involvement	
I. Walks connected to cultural and religious connections	
J. Work toward Oct/Nov →National Diabetes month.	Gwen Gallegos
K. Welcotte Tucson – employee competition	Rich Pohlheber

**Closure**

Gwen Gallegos announced they have received funding for the use of the Mobile Eye Clinic from the University Ophthalmology Department. The mobile eye clinic will be in Nogales on February 14-15 at Carondelet Holy Cross Hospital. They will be offering service to uninsured patients referred by physicians and patients from the diabetes class. They will not be announcing this event in the newspaper or radio because they can only have 30 patients a session. Now, they have the patients needed for screening. They will be testing for glaucoma, diabetic retinopathy, testing glucose levels and blood pressure. This event will be offering the service once a month for the next six months to underserved patients. They will be collaborating with the Lions Club of Nogales and Carondelet Holy Cross Hospital. There are no criteria for screening patients. Gwen and Dawn Medler will be working on this project. Dawn Medler will be working on patient care follow-up after the screening. Jill de Zapien announced that this was a result of the work of Dr. Jorge Rodriquez in Proyecto Ver.

Joyce Hubbard announced her opening of Healthpoint, LLC an educational consulting service.

Marilynn thanked everyone for attending and the next SAG meeting will be, February 26, 2002.

The next meeting will be February 26, 2003 at the United Church Village, from 12-2.

