

**Community Action Board
Southwest Center for Community Health Promotion
Bi-Annual Meeting Minutes**

Drachman Hall Room A326
May 16, 2006

Chairs: Ila Tittelbaugh, Evelyn Whitmer

Present: Tina Aguilar, Rosa Alvidrez, Martha Barrera, Sylvia Cancio, Mary Contreras, Jill de Zapien, Jojean Elenes, Lourdes Fernandez, Gwen Gallegos, Susan Hanson, Carol Huddleston, Jenny Hunter, Susan Kunz, Joel Meister, Emma Melo, Flor Redondo, Kerstin Reinschmidt, Blanca Robles, Cecilia Rosales, Lisa Staten, Ila Tittelbaugh, Evelyn Whitmer

Welcome and Introductions

Evelyn welcomed everyone to the meeting and asked those present to introduce themselves.

Review of Minutes

Evelyn Whitmer asked the group to review and approve the minutes. Ila Tittelbaugh and Gwen Gallegos motioned to approve the minutes without changes. Minutes were approved.

Lisa Staten presented the new look of the brochure and newsletter. She thanked Rosie Stewart for her hard work on both.

Updates

The issue was raised as to why Dr. Lebowitz was no longer PI and whether this would be permanent?

- Lisa responded that it was an issue of differences in opinion. Joel confirmed that it was permanent. He mentioned that it was really serious differences in opinion on how the Center should be run. It was so serious that Dean Swanson became involved. The Dean removed Dr. Lebowitz from the Southwest Center and she became the PI for the Center in mid February. The CDC approved the change. During face-to-face meetings, the PRC program office director and project officer stated that they are very supportive of the Center.

Ila reported on the PRC/National Community Committee (NCC) meeting in St. Louis (<http://www.hpd.unc.edu/ncc/>). The NCC has been given money to do a grant for the 1st time. NCC members were sponsored to participate in a workshop on evidence-based public health practices. As a follow-up to the workshop, the NCC is developing an RFA. Information will be coming out in June or July to fund four projects at \$5000/year for two years. Funding will start in September. The grant will target adult recreation in diverse communities. CAB members were encouraged to think about a project they might like to

submit. The lead agency will be a community agency in partnership with the Center. It will be a one-page application.

CAB organization activity – graphic representation

Evelyn and Ila discussed how it is difficult at times to understand how all the CAB members fit together with the Center, especially for new members. Evelyn said she looked at the relationship as a garden. There are key elements to a successful garden such as water, sun...

Ila mentioned that while she, Joel, Kerstin and Lisa were in Atlanta at the PRC Director's meeting, they were told that we need to look at the big picture. They said look down the road for 10 years. The Center is in the second year of funding and by the fourth year will need to submit a competing application. This leaves us with about three CAB meetings to pull together a longer-term strategic plan. The PRC program is unique to Public Health in that it is one of the few mechanisms that provide for long term funding.

As the beginning phase of starting a strategic plan, the CAB broke into four groups (onions, peas, carrots and pumpkins). The task was for each group to make a garden out of a variety of supplies (stickers, sticks, plants, sand, aquarium rock, mice toys, plastic bugs, etc) that showed how all the members fit together. Each group was asked to also review the CAB guiding principles to make sure the roles that had been identified by the CAB in the past still worked.

Updates on Gardens

Onions – Sylvia Cancio, Gwen Gallegos, Jill de Zapien, Rosa Alvidrez

Gwen Gallegos explained that the clear container was the Southwest Center for Community Health Promotion (SWC). The glass container is the openness of vision and



recognition of roots of programs, individuals, and communities. The straws are different colors because of various roots of individuals and communities and they flower like programs and projects.

The soil represents the resources, such as money, staff, and expertise as contained in or by the SWC. The colored rock is diversity. The plants are the communities, the flowers are the successes and separate communities. One of the plants was leaning and that signifies

communities that are struggling.

Birds, butterflies and bees are the pollinators encouraging growth and represent the promotoras. The worms are the connection between the communities and research. The

ladybugs eat pests like aphids. They facilitate growth, eliminate destruction and bring together the community through tunneling. The Sun is the CAB which is universality of our connection and goodness and overflows into everything and the essence of caring. “Diversity is very important and the CAB lets that shine.” Deadwood is present in the communities and we need to accept and recognize that it is there. The mice are the negative forces that destroy programs, communities above and below roots. Water is the education that floods the community giving nourishing life. It must be constant and fresh.

Peas – Joel Meister, Emma Moel, Blanca Robles, Susan Kunz, Tina Aguilar

The container is the community and the notion of the 4 corners. One side is fall (Spirit, Adult), the others spring (Mind, Infant), winter (, Elder) and summer (Body, Child).

The Sun is the center of the community and gives energy. Energy comes from community and all the members. The straws represent water. Water gives us life, freedom and freedom to change.

Soil is the common mother and the experiences that ground us.

Fertilizers are the promotoras that help the garden to grow. It’s people, money, knowledge (data and evidence) that we depend on. Bees and pollinators are the ideas that generate new ideas and programs and the members of CAB and other community members.

Seeds symbolize the promotoras who plant seeds all over the community.

Mice are the communicators and net workers that store ideas in mouse holes.

Rocks are the possible obstacles but also symbolize strength. Clouds are positive. They bring rain and shade and nourishment. Clouds represent a time to reflect.

The group had differing opinions on the worms. Some thought they were bad but others thought they were positive and after discussion the group decided that worms aerate the soil and make-work more productive and fertile. The colored sticks are the gardeners and CAB members, change agents and community leaders. Their group decided the garden motto should be “a little less talk and a lot more action.”



Pumpkins – Jojean Elenes, Martha Barrera, Evelyn Whiter, Jenny Hunter

The group discussed that the container represents the community working together. The



sides represent the border, rural, tribal and urban environments. Evelyn described her drawing of the rural community. It started with the mesquite tree and a trailer. The community is very mobile with problems. There are drug and

alcohol problems in the rural community. They also have transportation problems. The sand represented the communities. The Sun is bigger than the CAB and represents energy to keep things going: human values, caring, passion. The straws are colorful and represent the CAB with colorful and different backgrounds. It is a meeting place that acts as a bridge between the University and the Community.

The fertilizer is the resources such as money and grants that help programs grow. The group made little bags of fertilizer to symbolize that it is not easily available.

The deadwood represents turf issues, poverty and apathy. The rocks are the health problems like diabetes, heart disease and disparities. The fake plastic plants are the myths and barriers that need to be addressed in the community. Plants represent the community and health and wellness. The flowers are the people. Water represents the community organizations that help things grow. Seeds are the solutions that need to be nurtured.

Promotoras are the pollinators (bees) helping the community. Ladybugs are predators and eat aphids. This is the role of the university and researchers to look at the problems (aphids) and try to understand how to get rid of them. The group also had in their garden a nest with eggs, which represents the new people in communities and new CAB members. The garden tools are the community partners that help improve health in the communities.

Carrots – Lourdes Fernandez, Susan Hanson, Flor Redondo, Ila Tittlebaugh, Kerstin Reinschmidt

They had a diverse garden, which was colorful, alive, keeps growing and needs to be cultivated. Sun is the energy of the whole group CAB and PRC. Sunflowers are close to the sun and are looking for the light, looking for the light to **get rid of disease???**. The promotoras are the water, they go everywhere. Promotoras flow like water. They are a resource to their clients. The funding sources are the garden's fertilizer. Weeds are the environment obstacles that need to be controlled. Pests, like mice, are incidence of diseases and disconnect in the community.



The tools are the individual skills of the whole group. The pollinators are the PRC and CAB working with the community. The soil is the community of the PRC. The soil blends and grows up together. The programs are the plants. Seeds are the planning process for the programs and the sustainability. The bench is the evaluation. It is a place to sit down and reflect how things went. The mouse on the bench represents something that we should have done or could have done better. The worms are the nitty gritty workers, everybody.

Kerstin created a paper garden from stickers. She points out that the drawing is 2-dimensional, the box 3-dimensional, but that both are gardens. People see things differently and will represent things differently. It is important to communicate well.

Common Threads

The group then discussed the common threads that were identified. Overall people were surprised at how similar the ideas were but how differently they were portrayed.

Here are how the key elements of the garden were defined:

Sun – CAB, Universal, Values, Passion, Energy, Force, and Power of collectiveness, shared vision, shared mission, all encompassing. The whole is larger than the sum of the parts.

Worms – Research, digging through the dirt, adding new ideas, facilitation of growth, bringing the community together through tunneling, make things more productive.

Lady Bugs – Evidence based Research & eliminates things that didn't work

Soil – different ideas: community, resources, money, staff, experience commonalities “mother earth”, collected wisdom shared history, tied back to the roots, acknowledge that the soil is different in different areas.

Rocks – diseases, health problems, obstacles to health, can break apart rocks

Deadwood – Poor health of the community, disparities

Weeds – Myths and barriers

Water – Organizations and groups, education, water communities, Promotoras

Bees & Butterflies – Pollinators, Promotoras

Mice – Positive forces, information carriers, Negative forces, gnaw on roots of communities; destroy programs, turf issues, poverty

Seeds – Programs, ideas in the community to improve health, youth of community make them healthier

Fertilizer – Resources, Promotoras help programs to grow

Tools – Other partners' assets (community)

Plants – Actual people in the community, community health & programs

Containers – (glass container necessary so you can recognize the roots or history), of individuals & community, programs, geographic environments

Bench – Reflection of what is/what not working

Clouds – Reflection

Nest – New people, next generation, (CAB members)

Straws – Irrigation systems, multi colored backgrounds, roots

Views – See things differently, each member sees things differently from a different perspective. Examples are - 3D & 2D, the containers, Willingness to go outside the box, Need to know who to ask to get what you want

“Growing a healthy community”

Next Steps for our garden

- Was this a useful activity?
- Can this help us come up with a diagram?
- So when we talk to the CDC how do we describe our program, do we build a garden?
- How do we describe what we look like?
- Diagram on computer we are diverse and with colorful cultures. In the way we think in our cultures we are more colorful.
- Could we come up with one garden?
- The soil is different and foundation not the same in all areas.
- Some PRC only have a city block, our PRC is all over the border.
- We need to think about who we are and what we look like.
- Fundamental things symbolized different roots in the communities.

FUTURE STEPS

The group was asked:

- So for our 20-year plan what's next? What's our vision? What do we want to see? What will we need?

Lisa reminded the group that in a 2-5 year period there is not a lot you could do. With 20 yrs you can do something about bigger picture issues. Joel brought up the issue of social determinants of health that directly influence health. The first step is to identify the fundamental issues that are impacting health such as poverty, unemployment rates, education, affordable safe housing, and access to healthcare. The border has a very high high school drop out rate. This impacts many things including health promotion. One major contribution would be to look closely at high school education completion. We

need to underline the sources, policy issues, and policy changes, to make the long-range changes. It is very important to look at the bigger picture. We come together as one on working with health issues. Health is a down-river issue; maybe we should look further up river. A 20-year plan aimed at policy has a chance to make a difference. Separately we are a bunch of community-based organizations and a University based program, but together we become another thing.

The discussion highlighted that CAB is more health focused we can't do it by ourselves – put health on the radar screen. We are concerned about health issues but many things impact health. One suggestion is that we currently focus on local policy; maybe we should start looking at policy at the state level. The CAB could serve as a catalyst for other issues.

Another issue raised was health care reform. This is an important issue as recent polls show 65-85% of Americans are fed up with the health care system. Phil Lopez did make an attempt this legislative session in Arizona, but the bill died quickly. This is a top priority for the Arizona Public Health Association. This may be an issue at the grassroots level that we want to take on prior to the next election, also as a strategic plan issue.

The point was raised that we might need to restructure the CAB such as include the Chamber of Commerce as a member. Might want the CAB to look at the areas the Center addresses, modeled after the STEPS domains (patient, family, community, provider, schools).

It was highlighted that the CAB has resources and a pipeline with UA & CDC. The CAB can bring other people to the table. If we come up with an idea, we can talk to folks at the CDC about possible funding.

Lisa also highlighted that we want to make sure to build onto what we are currently doing.

Jojean suggested the concept of putting on Town Hall meetings in various communities to get input on the Strategic Plan. To “spark the dialogue and bring others to the table. This would take the CAB to the next step and to engage non-traditional partners.” The group really liked this idea.

Evelyn stated that the Douglas SAG is at a crossroads and needs to find a new passion. The regional CAB can serve as a conduit to do something big, something that local SAGs can get involved with. Ila stated that the Santa Cruz has gone through not having a specific goal and lost steam.

Ila raised the question of how do we shift directions from working one on one to bigger picture issues. This why a strategic plan is so important.

Joel suggested understanding the demographics of Center program??? Participants so that we can understand what issues are important to them.

Ila raised the issue that as the CAB meeting only occurs 2 times per year a lot of time is spent reminding everyone what is happening at the Center. Lisa proposed that she provided a BRIEF monthly email update to let the CAB members know where things stand so that meetings could focus on action as opposed to reporting.

Another strategy is to have subcommittees – currently we have the Evaluation subcommittee, which includes Susan and Evelyn. Maia Ingram will be facilitating the group. Questions were raised about the committee structure and tasks. Lisa clarified that this committee was proposed in our work plan to review key indicators of Center performance and to report back to the larger CAB. This committee would also be responsible for reviewing and making recommendations about appropriate goals for the Center. The actual frequency and specific tasks for the committee are to be set by the committee. The thought is that by having this committee we won't need to dedicate one of our two yearly meetings to evaluation.

A Strategic Plan Working Group was suggested but group consensus was that this should wait until the next meeting. Instead an Ad Hoc committee to plan community forums was created -

Adhoc Committee members are:

- Jojean Elenes – Santa Cruz
- Evelyn Whitmer – Cochise
- Joel Meister
- Jill Guernsey de Zapien
- Member to be determined from Pascua (Sylvia Cancio or Tina Aguilar)
- It was suggested to get someone from the STEPS grant involved from the Tohono O'odham Nation. Susan Kunz will take the responsibility to find someone.
- Lisa will send out a request for someone from Yuma to be on the committee.

The goal is to engage new people. We are talking to the same people. In Yuma these forums have worked really well. The results of this would be really powerful to take back to CDC. We need to have a multi-step process, create a vision that looks at the whole border community, and provide the opportunity for health. How do we put this together? It's a process to put this together-maybe we need to get with the promotoras to help us by talking to people. We need to prepare, plan the process for the different communities (Santa Cruz, Cochise and Yuma counties, Pascua Yaqui and Tohono O'odham Nations. There will be different process in each community. We may need a three-step approach: 1) disseminate information such as results from STEPS projects if applicable; 2) Town Hall input; 3) vision process. We have 1 year to gather the information to put together the strategic plan and we need to be realistic.

• **A meeting of this committee will be held on July 19th in Bisbee, the morning before the Rural Health conference starts. [Update the meeting will be from 9:30-11:30 in one of the classrooms]**

- Mary will schedule a room for this committee to meet and send out reminders.

Update on Prop 200 letter

- We wrote the letter to the commission WHEN, and a study was conducted by the Commission as a result. The study was never made public. There is an ad hoc committee further addressing this issue. People on this committee are
- Cecilia Rosales, Jill de Zapien and Joel Meister
- Susan Kunz and Eva Moya will be included

Announcements:

- Information for Action meeting will be sometime in April
- It was announced that this would be Jenny Hunter's last CAB meeting she is leaving the UA at the end of June. Jenny has been working in the Douglas community as part of the Center for 8 years. She has been a wonderful asset to the Center and to the Community.
- Good Luck Jenny---We will miss you!

Next CAB meeting will be September 26, 2006 from 9:00-3:30 in Tucson