



Healthy Downey Meeting Recap

Meeting Date: Tuesday, February 5, 2013

Attendees:

Agency	Name
City of Downey, City Council	Mario A. Guerra, Mayor
City of Downey, City Council	Fernando Vasquez, Mayor Pro Tem
City of Downey - Department of Parks & Recreation	Arlene Salazar
Coca-Cola Bottling Company	Geoff Slajer
Downey Family YMCA	Beth Crawford
Kaiser Permanente - Downey Medical Center	Elizabeth D. Trombley
Kaiser Permanente - Downey Medical Center	Sheri D. Bathurst
Family Health Care Centers of Greater LA	Dr. Felix L. Nuñez
Apple Care Medical Group	Brenda Olmos
Apple Care Medical Group	Christina Alosi
LA County Department of Public Health	Tonia K. Sandoval
LA County Department of Public Health	Dr. Silvia Prieto, MD, MPH
Rancho Los Amigos Nat. Rehabilitation Center	Gilbert Salinas
Downey Unified School District	Dr. Robert Jagielski, Ed.D
Downey Unified School District	Luz Perez
Downey Unified School District	Claudia Garcia

Pending Project:

- Distributed 1st draft of healthy tips education material that would be used for distribution at Downey based medical offices, TLC, public facilities and partnering agency locations. Example was distributed and partners provided input on layout, content and suggestions for improvement. AppleCare will work on subsequent example to bring to March meeting.
- Suggestions included adding more visual and less content, include Healthy Downey purpose, include resource links, health quiz and benefits of exercise and healthy living. Potential for tips while at home, at school and at work. The idea of introducing the Character Counts theme as part of the education campaign was suggested to be added into the marketing material. Character Counts is a program geared at educating students on six pillars of characters as a basis for their decision making. The City of Downey and the Downey Unified School District have adopted this character program. An idea would be to utilize pillars as a means to reinforce the Character Counts values into student’s health choices to continue the reinforcement from school to home.



Dr. Silvia Prieto Presentation, Area Public Health Officer SPA 7 & 8:

- Encouraged Mayor to promote walking with other surrounding Mayors as part of walking with Mayor and 5K.
- Provided overview of grants that the County has been awarded as well as grant funding available:
 - Advised that the CDC had awarded the Los Angeles County Department of Public Health with a grant to fund “Choose Health LA” that provides for community education in the form of video’s, posters, educational handouts that are available for use in waiting rooms.
- Further advised that in the coming months, RFP’s would be available for grant funds for various projects that encourage health and wellness. Examples have included funding trail connectivity and bike master plans. Advised that the County has technical assistance resources available for the development of a Bike Master Plan.

- Funds are available with CalTrans, Safe Routes to School for hard costs associated with capital improvement projects.
- Encouraged participation in local and national events to promote action: Walk to School to encourage crosswalk safety in addition to health benefit and participation in National walk/bike walk day.
- Encouraged promoting a employee wellness program to improve employee health. Currently County staff has participated in employee wellness program with promising results.
- Encouraged promotion of healthy lifestyle choices in public facilities with the use of vending machines that offered healthy options.
- Encouraged “Parks after Dark” idea, similar to the National Night Out event that encourages neighborhoods to reclaim their local parks.
- Provided positive response to the Healthy Downey partnership in creating and maintaining the momentum.

Attendee Roundtable discussion:

- Discussion of including businesses to be part of Healthy Downey to encourage the involvement of local businesses through active involvement in partnership and to encourage employee wellness.
- Substantial discussion on education campaign through a variety of mediums including PSA’s that:
 - Could include the Mayor speaking about his weight loss challenge and how family plays a role in the support and encouragement of the process
 - Present the PSA in Spanish/English
- DUSD Food Services Division currently distributes nutrition information to students/parents in various handouts provided throughout the year.
- Mayor Guerra announced that 65 homeless persons had been identified in the most recent homeless count done the prior week.
- DUSD representative, Dr. Jagielski advised that 86% of DUSD students are Hispanic compared to community 71% Hispanic.

Sustainability of Healthy Downey discussion:

- Establish a Strategic Plan that is directly connected to healthy priorities & attainable goals with timeline
- Establish marketing strategy that has brand exposure and return for partners.
- Refine the definition of Healthy Downey
- How do we impact the community? Education/Outreach through a unified voice
 - Education/Outreach should be divided up into two categories for maximum impact and to correspond to partners scope of influence
 - School/Youth/Community at large
 - Businesses/Health Care Providers
- Outreach to Univision and La Opinion for media sponsorship of initiative.
- Propose family oriented activities – for example, weight challenge where families register and compete with other families for a weight loss challenge.

Other partners or representatives to invite:

- Downey Chamber of Commerce representative

Next Meeting: Tuesday, March 5 at noon, Coca Cola Distribution Center, 8729 Cleta Street, Downey CA 90241, lunch sponsored by AppleCare.

2013 Calendar of City Wide Events

Event/Location	Date	Event Organizer	Opportunities for Healthy Downey	Contact Information
Healthy Downey 5K Fun Run/Walk for TLC at Rancho Los Amigos National Rehabilitation Center	Saturday, April 13	City of Downey & DUSD TLC	<ul style="list-style-type: none"> Organize a team Host a free info booth Sponsorship 	TLC website at www.dusd.net/tlc For booth or 5K information contact: Contact Lori Roman for info booth info at (562) 904-3577 lroman@dusd.net
Downey Student Government Day	Tuesday, April 23	City of Downey Youth Commission	<ul style="list-style-type: none"> Sponsor lunch Provide guest speaker 	Arlene Salazar asalazar@downeyca.org
Downey Street Faire Brookshire Avenue (between 2 nd & Firestone)	Saturday, May 4	Downey Chamber of Commerce	<ul style="list-style-type: none"> Host a info booth 	Downey Chamber of Commerce (562) 923-2191
Healthy Kids Day Downey YMCA	Saturday, April 27	Downey YMCA	<ul style="list-style-type: none"> Host a info booth Call for other opportunities 	Beth Crawford (213) 639-7461
City of Downey "Kids Day Event" Furman Park	Saturday, May 11	City of Downey	<ul style="list-style-type: none"> Host a info booth Sponsorship 	Monica Ortiz At (562) 904-7227 mortiz@downeyca.org
Roll Around the Ranch Health & Wellness Fair (Stroke Walk)	Saturday, May 18	Rancho Los Amigos	<ul style="list-style-type: none"> Organize a team Host a info booth Sponsorship 	www.rancho.org/strokefair Vendor info contact Melissa Brose at mbrose@dhs.lacounty.gov or (562) 401-6239
Bark for Life event Rio San Gabriel Dog Park	Saturday, June 29	City of Downey & American Cancer Society	<ul style="list-style-type: none"> Host a info booth Sponsorship 	Sonya Meacham smeacham@downeyca.org
Summer Concert Series Furman Park	Every Wednesday night in July & August 7 & 14	City of Downey	<ul style="list-style-type: none"> Sponsorship opportunities 	Monica Ortiz At (562) 904-7227 mortiz@downeyca.org
Taste of Downey	September DTBA	City of Downey		
Pink Out (breast cancer awareness) Apollo Park McCaughan gym	Sat., October 26	City of Downey	<ul style="list-style-type: none"> Host a info booth Sponsorship 	Kevin Ellis kellis@downeyca.org
Halloween Pumpkin Patch	Thurs., October 31	City of Downey, Soroptimist and Optimist	<ul style="list-style-type: none"> Host a info booth Sponsorship 	Monica Ortiz At (562) 904-7227 mortiz@downeyca.org
PROPOSED National Night Out "August Healthy Downey Awareness Month"??	Tuesday, August 6 (actual date)	TBA	Conduct a Health Fair in conjunction with the National Night Out event and kick off for National Health Center week of August 11-17, 2013	
PROPOSED International "Walk to School Day"	Wed., October 9 (actual date)	TBA	Partners sponsor and encourage students to participate by funding incentives, speakers, etc...	