

Healthy St. Mary's Partnership
HEAL Action Team
March 22, 2017
1:00 PM – 2:00 PM
Health Connections, MedStar St. Mary's Hospital

Minutes

1. **Attendance:** Jenna Mulliken - St. Mary's County Health Department (SMCHD), Angela Cochran - SMCHD, Lori Norton - SMCHD, Nat Scroggins - Minority Outreach Coalition (MOC), Elizabeth White - St. Mary's County Public Schools (SMCPS), Rebecca Jackson - SMCHD, Christi Bishop – Recreation & Parks, Andrea Hamilton - MedStar St. Mary's Hospital (MSMH), Beena Khetpal - MedStar Shah Associates, Ashley Lagana – SMCHD, Sue Veith – Department of Economic Development, Trina Gardiner – MSMH, Linda Fry – Church of the Ascension, Teresa Leard – MSMH, Mike Laigle – DealSnap, Conference Line: Randy Custeau – DealSnap.
2. **More to Explore Program 2017**
 - a. **Presentation about Deal Snap:** Commerce driven community platform – Smartphone app. This would offer an outside fundraising option for the More to Explore Program without cost/work from HEAL team members. The app charges local businesses a fee for pop up advertising or coupons. Users log in and use the app just like the online passport and are offered coupons/deals from these local businesses. Dealsnap does all the recruitment for local businesses and can set certain criteria (e.g., restaurant coupons must be for healthy menu item, business must health focused, no liquor stores or vape shops, etc.). Users get discounts, MTE gets free marketing, and businesses get paid advertising. Users join for free on their smartphone.
 - i. **Action Item:** Compile all questions and e-mail them to Christi Bishop at christina.bishop@stmarysmd.com by April 12, 2017. Christi will forward questions to Mike and answers will be shared at the next meeting followed by a VOTE. **You must be present to vote.**
 - b. **Start/Stop Dates for “Challenge”:** The team decided to update the passport so that it is more general, this allows it to be printed from the website and used “year round”. The prize period will run from June to November. Prizes will be awarded in August (end of summer reading program) and in November (end of challenge period). Only 12 hard copies were returned last year, so the team decided that we



will only print booklets if we raise enough money. Instead we will develop a 1 pager/map that can be printed in-house by various partners to cut down on costs. Full version of the passport booklet will still be available to print from the More to Explore webpage: <http://healthystmarys.com/more-to-explore/>

- i. **Action Item:** Christi passed out the printed [passport](#). Mark your notes down and bring them to the next HEAL meeting OR e-mail them to Christi before the next HEAL meeting. Jenna will start on the 1 pager.

c. Funding

- i. **United Way Balance:** Andrea has tried contacting United Way but hasn't gotten a response. Confirmation is needed from United Way in order for sponsor letters & forms to go out. United Way has previously managed the funding on behalf of HEAL so that donations would be properly tracked and tax deductible. The MOC offered to fill this role for 2017.
- ii. **Sponsors:** A draft of the 2017 Sponsor Form and letter to past sponsors was distributed for review & feedback. Sponsor levels will be removed and language to encourage all donations amounts will be included. Sponsorship money will be spent on maintenance of outdoor program signs, to purchase prizes and for printing.
- iii. **Action Items:** Nat will prepare an MOU so that the MOC can manage the tax deductible donations for More to Explore. Jenna will update the letter to past sponsors and the 2017 sponsor form. Jenna will create a google document to track all donations, sponsor information, and project spending. Team members will use the Sponsorship Form for outreach to the following possible sponsors:
 1. Beena Khetpal – MedStar Shah Associates
 2. Nat Scroggins – Minority Outreach Coalition Members
 3. Clara Brooks – Bread of Life Pantry
 4. Ashley Lagana – Tayman Painting & Construction
 5. Andrea Hamilton – MedStar St. Mary's Hospital, Community Alcohol Coalition and Healthiest Maryland Businesses
 6. Christi Bishop – Recreation & Parks and the Medically Oriented Gym
 7. Angela Cochran – Good Earth Food Company
 8. Jenna Mulliken – Dyson Building Center & letters to past sponsors (Patuxent Adventure, University of MD, St. Mary's Community Development Corporation, Future Fitness 1)



Volunteers still needed to reach out to:

9. World Gym
10. Maximum Gym
11. Dick's Sporting Goods
12. College of Southern Maryland
13. ANY OTHER LOCAL BUSINESS

E-mail jenna.mulliken@maryland.gov to sign up!

d. Final Action Items:

- i. Andrea will follow up with partners (Community Alcohol Coalition/Healthiest Maryland Businesses) that may be able to purchase “giveaway” items with the MTE logo (and their own logo) on them using grant funds. Items like jump ropes or balls to supplement the compasses.
- ii. Ashley will assist with gathering the outstanding secret codes.
- iii. SMCHD staff will assist with taking materials to the libraries in May.
- iv. Recreation & Parks staff will put out new codes in May (volunteers will be needed for non-county locations).

3. Other Business (Ran out of Time):

a. School Health Council Update

- i. Next Meeting on Monday, May 8, 2017 from 5:00-6:30 p.m. in the Board of Education Meeting Room on Moakley Street
- ii. E-mail update from Elizabeth: Spoke with a few principals about stocking their vending machines with healthier snacks. They agreed and will try to provide more healthy options. One of the middle school principals said that one of the vending machines is located in the teacher's lounge and students do not have access to it.

b. Communications:

- i. HSMP Newsletter: Please send news or program information to jenna.mulliken@maryland.gov

4. Next HEAL Meeting: April 26, 2017 from 1:00 – 2:00 PM at Health Connections.

