

. ACHIEVE/REACH Meeting

Action Communities for Health, Innovation and Environmental Change

Racial and Ethnic Approaches to Community Health

Wednesday, September 7, 2022

9:00 am-11:00am

Location: Virtual

Attendees: Haoua Dogo, Charlene McGee, Stephanie Blume, Elle Neal, Mikayla Hill, Susan Van't Hof, Quete Capuia, Sarina Saturn, Cindy Shepard, Tameka Brazile, Sonja Hendrix, Renee Curtis, TK Kapurura, Derek Smith, Emily Taylor, Desha Reed-Holden, Royal Harris, Ronnie Meyers, Germaine Flentroy, Anthony Bradley, Teresa Johnson, Carrie Roberson, Ron Weaver, Keara Rodela, Vanessa Chambers, Willie Chambers, Edline Comagine, Darrell Wade, Espoir Walumveno, Charles Smith, Rashae Burns, Gabrielle Penn, Denisha Brown, Asyria Daniels, Annie Kirschner, Aaryn Banks, Cintia Vimiero, Julianne Reno, Regina Warren, Wyman Macon, Sky Larsen, Lillie Manvel, Muthoni Ehmann, Nabutilu Wambala, Rashida Quinn, Aric Wickliff

Agenda Item	Key Discussion Points	Next Steps/Action Items
<p>Welcome & Introductions</p> <ul style="list-style-type: none"> Roll Call (Enter Name, Organization) 	<ul style="list-style-type: none"> Welcome Please introduce yourself in the Chat 	
<ul style="list-style-type: none"> The Center for Black Health & Equity Asyria Daniels Program coordinator Center for Black Health and Equity 	<ul style="list-style-type: none"> 45,000 Blacks die from smoking and tobacco each year 1 of 8 CDC funded networks that partner with CBOs In 2000, they started in tobacco and have expanded into Cancer, Covid 19, women's health HIV, food insecurity No menthol Sunday the 2nd Sunday in May State Black Health Truth Check Health justice guide into Black Health How do we build community capacity? Work with African American community leaders and coalitions Organizing the community and looking through an afrocentric lens Using the community model Community development and community competence Dr Robert Robinson created this model Equals community prevention, within community development Research and has ladders and champions Look at social capital (TRUST WITHIN the community) Community competence. -History of that community 	

	<ul style="list-style-type: none"> ● -Culture of the norms customs and values eg faith based initiatives ● -context - the lived experiences ● -geography eg. rural, mountains, coastal, agricultural or changes to the geography ● Language, literacy, positive imagery, or negative imagery, Diversity multi-generational 	
<ul style="list-style-type: none"> ● Susan Vanthof + Sarina Saturn REACH Team 	<ul style="list-style-type: none"> ● Susan and Sarina presented an upcoming survey sneak peek into the survey ● Created a JamBoard ● JAMBOARD 	
<ul style="list-style-type: none"> ● Aric Wickliff ● Charlene McGee 	<ul style="list-style-type: none"> ● Great work Aric! I love the drum & hands reaching in between the A! ● These are so beautiful and meaningful, Aric! ● It seems like in #4, the circle created by the reaching hands and drum could be a logo itself without words? ● Good point, Susan! Love this idea of a stand-alone without words, when needed. ● I like the top left #3- I think we would need to have a campaign to orient/educate people on the meanings of symbols; to Rashida's point, move the harmony symbol up to see the full crescent ● I love 3 but I wish it had the hands like #5 does on the A. ● I love drum as a symbol in #5 with the strong lettering of #3 Or #5 ● Thank you for joining us Aric! It's so helpful to have the artist here to respond directly to comments! ● Yes- interesting; looking at the drum and images combinations at different levels of detail- didn't see the person at first, now I can't "not" see it- uplifted arms 	
<ul style="list-style-type: none"> ● Christina Bodamer ● christina.bodamer@heart.org ● Derek Smith 	<ul style="list-style-type: none"> ● Christina Bodamer (American Heart Association)- Derrick Smith Tobacco Partners Outreach ● Evergreen Tobacco Policy person in Oregon ● Oregon Partners for Tobacco Prevention listserv- monthly meetings 2nd Monday at 3:00pm, discussing policy to be added contact: christina.bodamer@heart.org ● Mobilizing a campaign around Tobacco Flavor restrictions ● As a group of advocates they discuss how policies should look 	

	<ul style="list-style-type: none"> ● All Flavors, All Products and All Locations ● Electronic & menthol included in this. ● Exploring policies around the leading causes of death one of which is smoking ● Looking forward to a public hearing in the next couple of weeks with the Board of Commissioners. ● Coming soon to implement the policy. ● First reading of the formal policy ● 2nd reading and final vote afterwards. ● Flavored Tobacco next steps- ● How do we make vaping uncool again? ● We have the power to change the advertising of these products 	
<ul style="list-style-type: none"> ● Emily Taylor ● Cindy Shepard 	<ul style="list-style-type: none"> ● Reinforce positive health messages in the community on trimet bus benches (10 locations) near HS ● Smoke and Tobacco free Parks ● Don't lean on Nicotine campaign ● Billboards in the Cully Neighborhood ● Healthy Active Communities Conference ● Conference-Zoom ● "Shareholder primacy theory" is a PERCEIVED legal obligation for businesses to always MAXIMIZE profit. The fear of shareholder lawsuits is huge. Businesses feel forced to make the most \$, as an aside. 	
<ul style="list-style-type: none"> ● Shared links and contact information in the meeting 	<ul style="list-style-type: none"> ● Black Health Conference ● Menthol Conference ● Jamboard 	
<ul style="list-style-type: none"> ● Next ACHIEVE MEETING 	<p>October 5, 2022</p>	