

**REACH Meeting**  
July 26, 2016  
1:00pm-2:30pm  
NEHC, Huddle Room

**Present:** Yugen, Amy, Tameka, Nick, Sandra, Becky B., Natasha, Hunter, Fin, Nina, Dana

ITEM	DISCUSSION	ACTIONS/ NEXT STEPS
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<p><b>ACHIEVE Coalition</b></p>	<ul style="list-style-type: none"> <li>• Consent reporting- maximize the time we have together. Corliss came up with this idea to use at this meeting. Created a form for partners to report out on and send back to Yugen. Yugen will send out the group and if anyone needs clarification or more information, it will go on the agenda. Leave more time for deep dives</li> <li>• Last ACHIEVE meeting we came up with topics for deep dives:</li> <li>• August, 2016- What about African Americans in Multnomah County?</li> <li>• September, 2016-What is REAL community-based participatory research?</li> <li>• October, 2016-What is Evidence Based Practice?</li> <li>• November, 2016-What is health Equity?</li> <li>• December, 2016-Does Data Matter? Why?</li> <li>• Standardizing knowledge so everyone is on the same page. The Team that will be working on this is-, Yugen, Corliss, Ronnie, Sandra, Kamesha</li> <li>• August meeting will be at Gresham City Hall- Oregon Trail conference room</li> </ul>	<p>* If you know of anyone that speak to these topics, let Yugen know</p> <p>* Amy will send a box of ethnic and disparities report for the August Coalition</p>
	<p>Looking for feedback from videos from campaign and REACH website:</p> <p><b>Images</b></p> <ul style="list-style-type: none"> <li>• The teeth were most compelling because you can see it immediately</li> </ul>	

## Communications

- see it every day
- Want to see the person's face
- The image brings people in to read the text
- Hashtag should be consistent
- Think about the language- i.e. Smoking stains your teeth. Urban campaign. Loose the g on smoking
- More real photos

### Video- interview

- Loved the "He rewrote his story"
- Remove the piece about being addicted to cocaine or making the connection between using and smoking
- Leave the longer texts on the screen longer. Read it through 3 times and that's how long it should be left on
- Will there be videos on how they quit smoking or what barrier they overcame- smoking cessation?
- Use shorter sentences
- The length of the videos are appropriate
- These videos are motivators. Spark interest to think about quitting
- The two videos are seem targeted for seniors
- Put quit-line on everything

### Website

- Audience- partners
- Nutrition policy- separate out the different parts
- Next step is to make modifications then publish it

\* Send Hunter any documents you want added to the website

\* Hunter will send out on Thursday or Friday. Will need everyone's feedback by Wednesday, 8/3

	<p>and give people time to give feedback.</p> <ul style="list-style-type: none"> <li>Nick will take over when Hunter leaves</li> </ul>	
<b>Misc Updates</b>	<p>Site Visit agenda:</p> <ul style="list-style-type: none"> <li>DCH is reorganizing and Mike may not be our Project Officer and may not be the person visiting us. He's on vacation until Monday</li> <li>The agenda needs to be finalized- change the ACHIEVE coalition location to city hall</li> <li>Renting a 15 passenger van</li> </ul> <p>EPS Retreat:</p> <ul style="list-style-type: none"> <li>Want us to give feedback on the CHIP, waiting for the process to come out</li> </ul> <p>Reporting-</p> <ul style="list-style-type: none"> <li>March-Sept is coming up, due around Oct 1-10ish. We have to talk about key success, barriers and challenges. 2 more success stories</li> </ul>	<p>*Tameka will update the agenda and fill in desired outcomes for agenda</p> <p>* Tameka will send out a formal sign-up for the different items she wants people to attend</p>
<b>Next Steps</b>	<ul style="list-style-type: none"> <li>Next meeting is August 23<sup>rd</sup>, 2016</li> </ul>	