

Chronic Disease Prevention Council (CDPC) Meeting
239 Golden Hill Office Building, Kingston, NY
July 23, 2015 2-4pm

1. Introductions

2. Internal and External Communication methods

- Email, google group, constant contact list, Ulster County Human Services Listserv, LinkedIn Group, UCHD Facebook – Any questions email Kristen at kew67@cornell.edu

3. Criteria to be a Healthy Ulster Council Initiative –

- When thinking of initiative needs to fit with vision and initiative of council:
 - Vision/Mission Oriented
 - Collective impact with projects for the county
 - Policy, Systems, and Environmental (PSE) Change and Evidence-Based Characteristics

- Identify type of action that can influence the largest issues of Ulster County- obesity, smoking.

- Many participants identified the need to be updated regarding what is going on in the county.

4. Strategic Action Planning: VMOSA- Vision, Mission, Objectives, Strategies, Action Steps

5. Discussed changing the name of our council - Chronic Disease Prevention Council (CDPC) to Healthy Ulster Council

- Reason - Branding- the current name is not clear to people who are not on the inside.

- Create a catchy name that identifies the entity and initiatives of the group – preventing obesity and chronic disease. Name needs to be appealing, not off-putting, and help with branding. The name needs to get recognition from other organizations and professionals to join in on the initiatives.

- It was suggested that the word “council” be in the name because it works to identify a group.

- The job of this group is to create awareness, promote, and increase access to healthy living. Aim to create a vision that health can be good, fun, and encouraging.

- New suggestions for group name:

- Ulster County Alive and Well
- Ulster County Council for Living and Wellness
- Ulster County Healthy
- Council For Healthy Ulster County
- Council For the Promotion of a Healthy Ulster County
- Council For Healthy Ulster

- Criticisms and different ideas:

- Word “healthy” is overused
- “Chronic disease” is more precise
- Use a more specific word than healthy
- “Healthy Ulster Council” sounds too much like county

- Please send Kristin emails with name suggestions and ideas by Thursday 7/30

6. Vision - the dream, the ideal conditions of your community.
 - A county where a strong culture of health supports healthy lifestyles for all people across socioeconomic differences.
- Criticisms and suggestions:
 - Add something about geographic area so it does not sound so “Kingstoncentric”. Seems everything happens in Kingston.
 - “Countywide” instead of county
 - Health and healthy in one sentence is too much.
 - “Creating opportunities for people to live a healthy lifestyle.”
 - “Countywide culture of health for all people and or residents.”
 - Want to produce enthusiasm with terms, such as robust, hard, healthy, fun
 - Healthy lifestyle sounds like healthy county that supports lifestyles for all people in all places.
7. Mission – the what and why, action-oriented explanation of overarching outcomes.
 - To strengthen collaboration between organizations working to promote wellness and prevent illness and improve health outcomes through collective action and projects.
- Criticisms and suggestions:
 - Where is the collaboration? Can’t strengthen something that isn’t there.
 - “Strengthening collaboration between organizations and working together to promote healthy living.”
 - Trying to include all organizations- need to make sure language is understandable to an outsider
 - “Working to promote living well”
 - Simplify “working together”, and say “to promote wellness and access.”
 - We as a community are trying to strengthen and promote wellness. May relate better to vision statement.
 - We want to sound community oriented. Using the term “organization” separates us from community.
 - “Change”, “outcome” and “synchronize” should be used.
- The group is encouraged to send more comments to Kristen by next week via email.
8. Goals, Objectives and Strategies: Make sure there is a difference between goals, objectives, and strategies.
 - Goal – the purpose toward which an endeavor is directed. The result or achievement toward which effort is directed or aimed.
 - Objective – the “what will be accomplished by when”, specific changes you’d like to see in a time period. Objective is measurable, tangible, and has a clear target.
 - Strategy – the activity or method for achieving the goal; the overall plan of action.

- Objectives should be S.M.A.R.T: Specific, Measureable, Attainable, Realistic, and Timely.
AND/OR C.L.E.A.R: Collaborative, Limited, Emotional, Appreciable, Refinable.
- 9. Physical activity break using YouTube
- 10. Group breakout time: Evaluate your proposed initiative against the criteria for being a healthy ulster council initiative. What would be your groups overall goal? Get started on objective and strategies. Plan to present your action plan to the entire council in September.
- 11. Wrap-up: New features of Healthy Ulster County Website <http://healthyulstercounty.net/>
- 12. Next meeting: Thursday, September 24th from 2:00-4:00pm.

Cameron Williams
Debbie Briggs
Debra Lundgren
Diane Mueller
Gloria Waslyn
Jenny Chien
Katie Sheehan-Lopez
Kim Butwell
Kristen Wilson
Laurie Mozian
Marge Gagnon
Rebecca Dean
Sarah Peterson
Shayna Russo
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Respectfully submitted by Sarah Peterson, Environmental Health Aid. If any corrections or edits are needed please email Stacy Kraft, Public Health Education Coordinator at stor@co.ulster.ny.us.