

MAPP Subcommittee – Meeting minutes
Community Themes and Strengths
Wednesday August 4th 2010
Rowland Conference Center
7:00 PM – 9:00 PM

Attendance:

In person:

- Glen Barbour
- Frank Blechman
- Marlene Blum
- Karla Bruce
- Sandy Chisholm
- Judy Helein
- Noel Kaplan
- Andrea Lomrantz
- Patricia Moreno
- Chris Stevens
- Priscilla Ziegler

Via teleconference:

- Tania Hossain
- Leslie Kronz
- Marcelo Ferreira

Staff: • Marie Custode • Amanda Turowski

I. Welcome & Introductions:

Attending members reviewed the vision of the Partnership for a Healthier Fairfax, the mission of the Community Themes & Strengths Subcommittee, and the goal of the meeting. The subcommittee timeline was presented as follows:

- Planning Meetings – May through August 2010
 - Methods/Approaches to Gather Input – September – November 2010
 - Prepare Final Report – December 2010
 - Report Out to Full Coalition – January 2011
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II. Targeted Groups Survey Results:

The “Targeted Groups Survey” results and its corresponding “Representation Matrix” was distributed for review and discussion. The matrix illustrated the survey responses by criticality of representation and by likelihood of representation. Concern was expressed because only 8 of the 30 subcommittee members responded to the online survey. Therefore, **the group decided to reopen the survey for about two weeks to allow members who did not yet fill out the survey another chance to give their input.** The matrix will be updated with the additional results and the discussion will resume at the next meeting.

III. Methods and Approaches:

A preliminary proposal to conduct a community survey was discussed. The purpose of the survey would be to gather as much community input as possible through as many avenues as possible (online, mailings, emails, newsletters,

distribution at key sites, Board of Supervisors). There could be outreach to the MAPP Coalition and the list of organizations that the subcommittee developed to solicit their assistance in survey completion. The resources and time available to the subcommittee do not permit a statistically rigorous survey to be conducted. The results will provide valuable insight into the views of the community, but would not be able to be considered representative of the population at-large. It was suggested that the survey be made available in the most commonly spoken languages in Fairfax County, and that staff find out if other community surveys are currently being conducted within the county. Example survey information and questions were reviewed. There was consensus from the group to move forward with survey development, with Frank Blechman being identified as the Subcommittee Lead for the Community Survey. **A draft survey will be developed and distributed to the subcommittee prior to the next meeting.** The final draft will be presented at the MAPP Coalition meeting for feedback.

Other methods and approaches for gathering community input were discussed, including community meetings/town halls, community asset mapping, community dialogues, focus groups, walking/windshield surveys, photovoice, and individual discussions/interviews. It was decided that individual discussions/interviews and community asset mapping would not be utilized due to the size of the county. Although the group has not yet decided to utilize a photovoice approach, Karla Bruce was identified as the leader based on her previous experience with it should that method be selected. Rather than creating new meetings, the subcommittee could try to utilize the existing community meetings to gather input. **The organizations list that the subcommittee developed could be built upon to include dates and times of their scheduled meetings and newsletter deadlines. This will be sent out as homework prior to the next meeting.** Further discussion on this topic was deferred until more results could be gathered from the survey to fully determine groups that may or may not need to be targeted.

IV. Next Steps:

- Targeted Groups Survey to reopen
- Dates/Times of meetings & newsletter deadlines to be collected
- Community Survey to be drafted

The next subcommittee meeting will be August 25th at 7:00pm in the Rowland Conference Center on the 3rd floor of the Kelly Square building. Further meetings will include September 22nd, October 27th, November 17th, and December 15th. The next MAPP Coalition meeting will be September 15th 2010 in the Rowland Conference Center on the 3rd floor of the Kelly Square building.