

### Agenda

Meeting Date	Meeting Time	Location
3/9/2022	12pm-1pm	Microsoft Teams

Participant Name	Present	Participant Name	Present	Participant Name	Present
Korin Parrella (DOHMH)	X	David Rubel (BPJCC)	X	Melissa Alardo (DOHMH)	X
Dr. Olusimbo Ige (DOHMH)	X	Malky Hertz (BPJCC)	X	Ellie Kastel (BPY)	X
Alyssa Masor (DOHMH)	X	Mimi Knoll (JOWMA)	X	Jessica Chen (DOHMH)	X
Andrea Bertucci (DOHMH)	X	Denice Ochola (DOHMH)	X	Heidi Exline (DOHMH)	X
Daphne Brown (DOHMH)	X	Jennifer Rosen (DOHMH)	X	Maureen Miller (DOHMH)	X
Avi Greenstein (BPJCC)	X	Shulem Bornstein (BPJCC)	X	Michelle Henkhaus (DOHMH)	X
Mimi Herkso (BPJCC)	X	Stephanie Saintilien (DOHMH)	X		

Action Items from last meeting	Responsible Person/Team	Due Date

#### Meeting Agenda

Topics	Responsible Person	Time Allotted
1. Welcome	Dr. Ige/Korin	
1. Brief data review for 11219 and related zip codes	Central Data Team (Michelle)	
1. BPJCC Presentation	BPJCC team	
1. Discussion / Closing	All/ Dr. Ige	

Action Items	Responsible Person/Team	Due Date
1. Share information/articles about the recent Polio case in Israel with BPJCC team	Dr. Rosen	3/23/2022
1. Michelle to double check vax finder and asset lists on youth vax map to add any additional data points	Michelle Henkaus	3/23/2022
1.		
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Parking Lot

#### Detailed Meeting Notes:

- Welcome
- Brief data review for 11219 and related zip codes [PHC Central Data Team]

- Data was presented for the following zip codes: 11219, 11210, 11211, 11213, 11230; 10307, 10308, 10309, 10314
- By race –
  - Asians, Black, and White in 11210 are below 70%
  - Hispanic and White populations in Staten Island are below 70%
- By age –
  - 5-12 is below 70% in all 5 zip codes
  - In 11219, Ezra Medical Center is the vaccination site that has vaccinated the most children
- Youth vaccine maps include facilities that are providing pediatric vaccinations for ages 5-12 and 13-17 that been receiving supplies from DOHMH – *does not include all facilities listed on vaccine finder*
- BPJCC presentation
  - Reflection on last day of action at BPY – event included a lecture on heart health since February was heart health month
    - Served about 120 people, both members and non-members of the Y
    - Distribution of masks and test kits, blood pressure testing
    - Good opportunity for CHWs and a local doctor to correct misinformation community members may have heard through word of mouth and give them the facts
    - Communication strategy is - “personable not pressure”
  - Strategy 1 – “myth-busting” - Greatest challenge in the community
    - Medical advisory group – BPJCC has reached out to doctors in the community to begin working on messaging and strategies, discussing what the most effective forms of communication would be
      - March 23<sup>rd</sup> is the next day of action – doctors have reached out asking to participate
    - Putting together a Yiddish and English tri-fold brochure to be distributed in the community
      - This will act as their “calling card” – easy to digest, but will have a firm message
    - Pay for advertising space in 2 magazines – 4-page supplement to be printed for the issue before Passover
      - All language for brochure and magazine supplements will be shared with DOHMH team for review before publication
  - Strategy 2 – Reaching broader immigrant communities
    - COPO has started street canvassing and social media
    - BPJCC will be leading social media engagement in Yiddish
  - Strategy 3 – Midwood initiative
    - Midwood/Flatbush is more diverse than Boro Park
    - Partnering with Flatbush Jewish Community Coalition and the Flatbush Jewish Journal (another resource for disseminating information as this publication has expressed interest in expanding their health information sections)
  - Strategy 4 – introducing 2-week public health module to Yeshivas, grades 5-8
    - To be launched at the end of April, after Passover
    - Goal is for this curriculum to be accepted by the Boys and Girls Yeshivas (via the Yeshiva’s Principals Association)

- They would feel more comfortable working with BPJCC to develop the curriculum as opposed to using a curriculum that has already been set
      - Could potentially be expanded throughout the school year
      - The need is more public health than biology/anatomy
    - Strategy 5 – CHW resource navigation
      - CHWs have all completed trainings, have been equipped to do navigation
      - This strategy is already operational, CHWs are doing this work full-time
    - Strategy 6 – Community health center in Boro Park
      - CDG work can set the groundwork for this
  - Discussion / closing
    - Possibility of informing strategies with public health efforts in Israel, as there are many well-respected doctors there