



Midtown Health Equity Action Team “Engaging the Community for Equity in Health”

Florida Department of Health Volusia Conference Room 516 A -

Facilitator: Suzanne Grubbs/Charles Bethune -

The Protocol for Assessing Community Excellence in Environmental Health or PACE-EH is a -
 Steering Committee Meeting Minutes -

Thursday, October 31, 2013 -

3:00pm to 5:00pm tool designed to encourage local health officials and community members to work together to identify and address community environmental health issues. Residents of the community voice concerns and prioritize issues, while the Steering Committee assists in facilitating the process by organizing meetings, speakers, and identifying funding opportunities.

Attendance by sign in order:

1. Chris Daun HEAT	12. Betty Goodman CODB	
2. Sophie Vessa DBPD	13. Swain Strickland FDOHVC	
3. Jeannine Cage Get Covered America	14. Ebun Grimes HEAT	
4. Johnnie Ponder HEAT	15. Charles Bethune HEAT	
5. Dorothy Maddox HEAT	16. Stephan Harris HEAT	
6. Synthia Williams HEAT	17. Shirley Shabazz HEAT	
7. Charles Bethune HEAT	18. Launa Taylor HEAT	
8. Suzanne Grubbs HEAT	19. Pastor John Long VITAS	
9. Anthony Crimarco FDOHVC	20. Thomas Bryant III FDOHVC	
10. Phebe Reaves FDOHVC	21. Naima Perry Get Covered America	
11. Rakinya Hinson FDOHVC	22. Dr. Sorenson FDOHVC	

Welcome and Introductions: Johnnie Ponder called the meeting to order at 3:00 p.m. Brief introductions were made by all attendees.

Presentation: Sophia Vessa, City of Daytona Beach Police Department presented information on “Domestic Violence.” She began by stating “As of September 2013 out of 159 cases of “Domestic Violence” 90 cases were from the result “Domestic Violence in Families.” “Every community has their own risk factors with social diseases such as drugs, alcohol, and gangs in playing a major role in the violence.” Studies suggest that 3.4 million children in this country witness some form of family violence annually. It is estimated that up to 20% of pregnant women experience violence at the hands of their intimate partners during pregnancy. Slightly more than half of female victims of domestic violence live with children under the age of twelve. It is estimated that almost 50% of men who abuse their intimate partners also abuse their children. When children are traumatized from the result of a family member or parent being arrested, they can look

fine to the outside world, but inside they are in terrible pain. Their feelings do not just go away; they are passed on to the next generation. Many children blame themselves for the abuse. They may become angry at their siblings or their mother for triggering the abuse. “Worst of all they may feel worthless or powerless”. Some of the characteristics experienced during childhood are often carried into adulthood. Some possible characteristics children may experience from the result of witnessing “Domestic Violence” are anger, depression, fear, anxiety, oppositional behavior, higher levels of aggression, and poor peer social sibling relationships.

Presentation: Captain Blanchette, City of Daytona Beach Police Department District 1 presented the “COMPSTAT Report.” He started by stating “It takes a village to raise a child.” Every two weeks or every other “Thursday” of the month “COMPSTAT” meets at 8:00 a.m. at the police department open to the public and crime data for “District 1 and 2 will be discussed”. The next meeting will be held on November 7, 2013 followed by November 21, 2013 at 8:00 a.m. Part 1 crimes are statistically collected for the “Federal Government” to compare with other cities throughout the nation. Currently in “District 1” Westside of Daytona Beach crime is up 5% and the goal is to drop it to -10% by the end of the year. “District 2” represents the Eastside where crime is down -4% with different demographics playing a role. It, being in the tourist area of the city, contributes to different types of crimes when compared to the Westside. The majority of auto theft crimes in District 1 is the result of juveniles and with the holiday season fastly approaching burglaries is estimated to rise as well. “Larceny car breaks are resulting from vehicles being unsecured and valuables being left out in plain view such as purses, wallets, and electronics. Take thirty seconds to ask yourself, do I have anything of value in plain view, and did I lock the car doors upon exiting my vehicle?” In the cases of auto thefts 50% are stolen due to keys left inside their car with the vehicle running, parked at gas stations, and in their driveways at home. The uses of firearms in armed robberies are up 21% which is of great concern to the police department. Sexual batteries have seen an increase up to 38% and cases, including children, have increased 6%. There is a plan to raise the millage rate with those funds to support the PAL youth centers. The hiring of part-time police officers to work truancy in the neighborhoods in the areas of retail theft detail and return those truants back to school to be released to their schools resource officers is another benefit from the millage increase. The City has a “Crime Mapping” online data base to look up sexual predators that live near schools, churches, etc. that list information including photos and residences of known predators. There is a “Crime Prevention Seminar and Safety Seminar” for Daytona Beach residents Saturday, November 9, 2013 from 10:00 a.m. to 2:00 p.m. at the Police Headquarters 129 Valor Blvd. in Daytona Beach.

Presentation: Rakinya Hinson of the Florida Department of Health in Volusia and Tobacco Free Florida presented information on “Tobacco Targeting Our Youth Point-of-Sale Marketing.” She began by stating “Tobacco companies are targeting point of sales advertising convenience stores to market their product.” Tobacco companies now spend more than 90 percent of their marketing budget, nearly \$10 billion a year to saturate convenience stores, gas stations, and other retail outlets. With tobacco ads prohibited on television, radio and billboards and less frequent in magazines, convenience stores

remain the one place where youth are regularly exposed to tobacco advertising and promotion. Tobacco products are promoted in stores through point-of-sale advertisement. Branded items such as shelving units, counter mats, shopping baskets, and banners are placed both inside and outside of stores. For the past four years the “Tobacco-Free Partnership” (FTP) of Volusia County, including “Volusia Students Working Against Tobacco” (SWAT) have been conducting Point-Of-Sale surveillance. This surveillance is used to monitor tobacco advertisement and promotion in the retail environment. It provides a snapshot of the retailers in Volusia County licensed to sell tobacco products and captures information on interior and exterior advertising. A Point of Sales assessment was taken of the number of stores located within a ½ mile radius of public schools. It revealed 15 were not in the ½ mile radius and 16 were within the 1/2 mile radius. Studies have shown that “When teens talk about why they choose a particular convenience store over other options, they talk about all the nice people, a sense of belonging, and cashiers who know them by name or are their friend.” “Many see stores as a place for “hanging-out.” The report asserts that, while candy is what 81% of teens usually buy, 27% of teens usually purchase cigarettes or other tobacco products. Electronic cigarettes can no longer claim to be smoking cessation devices. The tobacco industry production of flavored tobacco products continue to market children with their advertisements.

Presentation: Suzanne Grubbs updated the committee on the Y CHLI study. She began by requesting the steering committee review the map of the boundaries of the enterprise zone for consideration as the community at large boundary for the CHLI study. A motion was made to adopt the “Enterprise Zone” boundaries as the community at large CHLI study.” The motion passed. Enterprise zones were developed in particular geographic areas where incentives were given to open businesses. Suzanne also discussed the schools that fall within the Enterprise Zone both Public and Private. The steering committee requested additional information be brought to the next meeting with regard to the schools.

Meeting Comment:

- Good Topics
- Very Informative
- Great Information on Tobacco Free Florida
- Meeting was productive; I feel we accomplished what was on the agenda.

Adjournment: Meeting was adjourned at 5:00 p.m.

Next Meeting: Thursday November 21, 2013 @ BCU CCE