

Community Wellness WG

6.18.2024

Welcome

- Ice Breaker: How would you describe your communication style in 3 words?

In Attendance: NYC Parks, DOHMH, PDI

Updates

- KT Activities
- Resource Hub
 - Simplified Partner List

Discussion

- Future of the Community Wellness WG
 - Routine review of the Resource Hub
 - Informational Campaigns
 - **Don't Forget to Check Your Children's... [eyes, ears, feet, etc.]**
 - **Annual Calendar**
 - **When to look for Summer Camps/Programs**
 - **Heart Health, Physicals, etc.**
 - **Working in tandem with the other working groups, especially the ELE WG**
 - Timeframe
- Partner Feedback
 - Working on a calendar that will be sent to backbone staff for review and then sent out to partners after approval
 - Monthly campaigns highlighted in the newsletter
 - Later timeframe works best and virtual is better
 - Share event information
 - Calendar invites to partners
 - Come up with Calendar for partners for the year w/ events
 - Separate for parents, school personnel
 - Have the various calendars up on the website

- Marketing strategy on the hub
- Linktree for the SI Alliance
- **Future Campaign Topics**
 - How to teach your child basic hygiene
 - Brushing teeth
 - Reminders – mammograms
 - Literacy Inc – reading to your babies
 - High levels of lead in Staten Island – Port Richmond
 - Keeping your home safe for your children
 - School registration/enrollment
 - **Send out email to partners fishing for campaign topics**
 - 3 topics a year aimed specifically at the parents
 - **La Colmena and El Centro**
 - Reach out to and bring them on board
 - <https://www.lacolmenanyc.org/>
 - <https://www.elcentronyc.org/>
 - Virtual Storytime with the library
 - Baby time series
 - Multiple languages
 - Hispanic Heritage Month

Closing

- Next Meeting: July 23, 2024 @ 12:30pm