

MINUTES

Purpose: Engage Okaloosa County community members in a health improvement process through an open, two-way dialogue to reduce the impact of harmful events such as pedestrian injuries, older adult falls, and substance use and to reduce the housing burden.

Attendees: Elizabeth “Beth” Smith, Florida Department of Health in Okaloosa County (DOH-Okaloosa); Trisha Dall, DOH-Okaloosa; Emily Pickens, DOH-Okaloosa; Petra Maddens, DOH-Okaloosa; Greg Cain, Okaloosa County Emergency Medical Services; Kat Beedie, DOH-Okaloosa; Katie Scott, DOH-Okaloosa, Demeika McClendon, Community Member; Crystal Harrison, Homelessness and Housing Alliance; Robert Bage, Fort Walton Beach Police Department; JB Whitten, City of Crestview; Chance Leavins, City of Crestview; Mercedes Feris, Community Member; Karen Brown, Crestview Housing Authority; Arielle May, Catholic Charities of Northwest Florida; Kimberly Fraley, Elder Services; Lida Fratangelo, North Okaloosa Medical Center; Chris Hawkins, CDAC Behavioral Healthcare.

Opening – Elizabeth “Beth” Smith

- Elizabeth “Beth” Smith opened the meeting and welcomed attendees.
- Minutes from the April 20, 2023, meeting were reviewed and approved.
- Emily Pickens shared Community Engagement Survey results from the previous meeting.

Action Plan Updates – Robert Bage and JB Whitten

Review Plans for National Pedestrian Safety Month

- Mayor Whitten opened discussion on the Pedestrian Safety Month educational video(s).
 - Attendees discussed addressing pedestrians, cyclists, and drivers in the video. Chance suggested the video become three smaller videos to be more targeted towards each audience and engaging. The group agreed.
 - The videos will contain the same intro and outro for consistency.
 - Attendees discussed numerous content suggestions including bicycles as vehicles/bike etiquette, how to interact as pedestrians and cyclists, general rules, warning signs for schools, which side of the road to utilize as a pedestrian or cyclist, and sidewalk use.
 - Emily shared the National Highway Traffic Safety Administration's [Pedestrian Safety Month Resource Guide](#). This includes educational content for each group discussed.
 - Group members also stated the video should be applicable countywide and emphasized the importance of sharing one consistent message across the county. Chance will work to collaborate with other PIOs throughout the county for the script and video development.
- Mayor Whitten shared he plans to meet with the Crestview Citizens Advisory Council and the Okaloosa County School District about Pedestrian Safety Month. He hopes to work with Crestview schools to develop a poster contest.
 - Contest awards would be separated by elementary, middle, and high schools.

- Dr. Brown also discussed the possibility of opening it up further than posters. She suggested a 'media campaign' which would leave it open for student interpretation and creativity. She and Mayor Whitten will share the result of their meeting with the group in July.
- They hope to partner with local businesses and organizations to donate prizes.
- Attendees also discussed a plan to share the video in October.
 - Chance can share on the City of Crestview's social media platforms and Next Door. He will ask the other PIOs to share on their accounts also.
 - Group members will be encouraged to share on their platforms.
 - Attendees agreed the video will need to 'live' on an organization's YouTube account or website. Beth and Emily expressed that it should not be DOH-Okaloosa due to state restrictions.
 - Attendees suggested the County may be the best option if possible.
 - Chance will reach out to the County Tax Collector's office and other public areas with televisions. The Okaloosa County Sheriff's Office was also mentioned.
 - Mercedes Feris shared she has contacts at local publications both online and in print. She and Chance will collaborate to reach those avenues.
 - The group will continue this discussion at the next meeting to ensure organizations are not missed in the video advertising plan.
- Members also discussed the importance of representation in the videos. Kimberly Fraley encouraged older adults to be considered. Mercedes suggested the use of subtitles in Spanish to reach other audiences.
 - Chance shared he will work to include diverse perspectives and make the video applicable for numerous audiences.
- Chief Bage suggested the video use a creative angle like someone driving through the county or linking the individual videos between the cyclist, pedestrian, and driver. Attendees agreed this would be a good hook to engage audiences.
 - He also shared the four E's of traffic safety: engineering, education, enforcement, and EMS. There can be many unknowns in the educational aspect, which emphasizes the importance of addressing common misnomers to change beliefs or norms related to pedestrian safety.
- Emily asked the group about plans for a pedestrian safety event. Chief Bage stated they do the Walk, Bike, Roll to School event on October 4th at Elliot Point Elementary School. Petra said Crestview does something similar with another elementary school.
 - Attendees suggested making existing events bigger and working to host them countywide. This will be discussed further at the next meeting.

Discuss Infrastructure Best Practices Guide Development

- Attendees agreed to table this discussion until the following meeting due to time.

Action Items – Robert Bage and JB Whitten

Review Plans for National Pedestrian Safety Month

- Group members will work to engage key partners to share the video as well as any other plans they have for Pedestrian Safety Month, if applicable.
- Chance will begin developing the script. He will share it with Emily, who will email it to the group and give a clear deadline to provide feedback via email.

- o Chance will use the feedback to develop a video draft in August. Feedback for the initial draft will be discussed at a future meeting. The final draft of the video will be shared at the September 21st meeting and will launch in October.

Discuss Infrastructure Best Practices Guide Development

- The group will revisit these action items at the next meeting and discuss developing the Best Practices Guide in greater detail.

Closing – Trisha Dall

- Trisha Dall thanked attendees for participating and asked them to complete the meeting evaluation form to provide feedback.

Next Meeting – Thursday, July 20th at 9:00 AM at DOH-Okaloosa

| Action Items | Owners | Deadline | Status |
|---|----------------|----------------------------|---------------|
| Re-engage HCA Fort Walton Beach Destin Hospital staff | Beth Smith | July 20 th | Not Started |
| Collaborate with County and City PIOs to develop videos | Chance Leavins | ASAP | Not started |
| Develop script and share with Emily via email | Chance Leavins | ASAP | Not started |
| Share script with group & provide feedback deadline via email | Emily Pickens | ASAP | Not started |
| Review script and provide feedback by deadline | ALL | TBD | Not started |
| Present video draft to group for final edits | Chance Leavins | September 21 st | Not started |
| Develop marketing outline at next meeting | ALL | July 20 th | Not started |