



Meeting Minutes

Location: [Zoom Meeting](#)

Date: April 29, 2025

Time: 1:00 PM

In attendance: Sequoia Rent, Candy Muldowney, Jules Villecco, Lisa Gruss, Kim Blanch, Kate Smith, Annie Norman, Greg O'Neill, Emma Braun, Jasmine Morton, Amal Reda

- HLCD Announcements/Reminders:
 - Public Reporting
 - This is a state law, and we are required to report publicly. It applies to any group that receives funds from the state.
 - The recordings of these meetings will likely be on the website, and they are required to be there for at least a year.
 - Organizational Assessment
 - Please share your feedback
 - It is still in our membership portal
 - We are currently still working on your generalized recommendations
 - We will work on individualized recommendations once we have increased capacity
 - We are having conversations about making it public

- We are getting access to the site's back-end to see who's completed it and will get an updated number soon.
 - Taking this assessment will help us make the case for additional funding. Please consider taking it to help us adjust the assessment and make a case for funding.
- Advocacy Priorities: Progress, Goals & Objectives
 - Proclamation/Resolution
 - We've been learning a lot about the resolution process. None of us is a legislative expert.
 - Delaware does not offer a continuous resolution. We will have to have an ongoing yearly effort.
 - A resolution could result in a task force, which is a positive outcome.
 - The Proclamation/resolution will be an annual process.
 - Organizational Policies
 - We would like to know your organization's policies around health literacy.
 - We intend to gather information and best practices to inform our recommendations.
 - Example: DPH Policies
 - Health Equity and Cultural Competency
 - Procedures for Communication include culturally appropriate, relevant, sensitive, and inclusive messaging.
 - Ensure translations are provided, take issues with translations from the public seriously, and revise them.
 - Established marketing professional whose priority is to ensure materials are accessible.

- Medical Society (Lisa Gruss)
 - Core values:
 - Qualified to serve members and keep up with industry trends
 - Equity - providing services regardless of members' background
 - Recognize and assist in eliminating healthcare disparities by proposing effective strategies that promote equality
 - Resources:
 - [EO 01.01.2024.25 Maryland Plain Language Initiative \(1\).pdf](#)
 - [DHHS-Quick-guide-to-health-literacy.pdf](#)
- Badging Process
 - We have been talking about the badging process for HLCD members
 - It's a tiered system where organizations or individuals will do activities in each tier to reach different levels of HL badges
 - One of the difficulties of building out tiered systems is looking for things that can work for both small and large organizations
 - Suggestions:
 - Adding percentages instead of the number of people per organization who belong to HLCD
 - "Organization incorporates HL into ALL planning activities" - change the wording, ALL is too broad, difficult to assess, and probably impossible.
 - Having a core statement around HL (not at the first tier)

- We will post this on the website so you can continue making recommendations and come back with suggestions during our next meeting. Please let us know if these categories and activities within each category make sense for you.
- Maryland has a champion program (at the Horowitz Center). They charge for organizations to be certified, we can duplicate best practices, or consider using their process.
 - [Health Literacy Champions | University of Maryland | School of Public Health](#)
- Health Literacy Month Planning
 - We will attempt to cover this topic at the next meeting since we have run out of time.
- Partner Updates
 - Subcommittee Member Check-In
 - What do we need from HLCD? How can we help you continue engaging with us?
 - Are we moving forward, and are our priorities in the right direction?