

**Date: 8/16/2023**

**PCC Men's Health Work Group meeting called by: Patrick Loftus**

**10:00am – 11:00am**

- “Know Your Roots” flyer was approved by Communications with only minor edits. Work group reviewed the approved “Know Your Roots” flyer. When shared out, what’s the reach (approx. 17-26 y.o. males, minorities); requests for participants to share numbers reached. There is also a short ‘introduction’ written up, to be emailed along with the flyer, giving tips on using this tool to reach target audiences.
- Our group will likely be sharing the flyer with PA Community Health Centers, right after a call with Katie has taken place. Call will just review the goals of the flyer, and answer any questions.
- We may be able to get a translation of the flyer into Spanish, courtesy of the Latino Connection. Updates to follow.
- Introductions made: Susan Radio, and Sean McCormick – Welcome to both!
- Brenda reviewed the Cancer Plan: final stages and plans to launch at coalition meeting, plan for dissemination. Possibility of translating the plan to Spanish.
- Sean and Nic shared a very interesting video- “Meet the Garcias” available through the Latino Connection. This video is on their site, and can also be found on YouTube. The group had a discussion on doing something like the video, using the Family Tree idea from the initial ‘Know Your Roots’ flyer project. Thoughts: community events, Pennie tours, etc.

**Next Steps**

- One pager ‘Know Your Roots’ flyer will be sent to Latino Connection first, with Sean looking into translation of the flyer into Spanish.
- PA CHC will also be sharing out the flyer, once we have a brief call to review the flyer’s educational goals and target audience.
- Next plan to discuss at future meetings: Prostate cancer awareness project, targeting urban YMCA locations and minority men using these sites. We have done a GIS map, used that map along with dashboard stats to focus on several counties as targets, and made a list of those Ys and the counties they are in. We will be getting more demographic info, depending on what the YMCA collects from their sites.

**Next Meeting**

- September 20<sup>th</sup>, 10-11 am.