

## ARC COMMITTEE MEETING FOLLOW-UP

### STRATEGIC RELATIONS COMMITTEE *Thursday, February 11, 2016 – Meeting Notes*

Members Present	Members Absent
Mayor Eric Dial. Chair	C.J. Bland
Julie Keeton, Co-Chair	Mayor Tim Downing
Tony Cooper	Julie Bryant Fisher
Clair Muller	Matt Gove
Bob Reeves	Lyle Harris
Malaika Reed Wilkins	Mike Houchard
Betty Willis	Amol Naik
	Mayor Robert Price
	Mayor Jere Wood

#### 1. Public Comment Period

Chair, Mayor Dial, opened the meeting with greetings and proceeded with items as outlined on the agenda. There were no public comments.

#### 2. Regional Snapshot

Audrey Spiegel, Planner with ARC’s Research and Analytics Division, briefed the committee on this month’s issue of Regional Snapshot, entitled: “**Mortality in Metro Atlanta**” -- Taking the Pulse of Public Health in the Atlanta Region: Exploring Disparities by Race and Age. Ms. Spiegel began by sharing the four leading causes of death in the United States. They are: **1. Cardiovascular Disease** **2. Cancer** **3. Respiratory Disease** and **4. Unintentional Injury**. The Snapshot delved into how mortality rates from the leading causes of death have improved or worsened over time, and explored disparities by race and age. The national headline question was asked: Why is the mortality rate for middle-aged whites skyrocketing? And, do we see this trend in the Metro Atlanta area? Ms. Spiegel stated that there were many interesting findings as they took a deep dive into the data and came up with the following findings.

- Overall, the age-adjusted death rates for the three leading causes (Cardiovascular, Cancers, and Respiratory diseases) of death are declining for both Whites and Blacks since 1997.



- Blacks still have higher age-adjusted death rates than Whites for Cardiovascular (i.e. Hypertension, Stroke, and Heart Attacks) and Cancers, but the gap has narrowed, significantly.
- Whites have higher age-adjusted death rates than Blacks for Respiratory diseases (i.e. Flu, Bronchitis, Pneumonia), and that gap has widened.
- In looking at the 40-54 age cohort specifically, the death rate for Blacks of this age has declined significantly since 1997. Thus the gap between the groups has narrowed dramatically.
- In 1999, the death rates for drug overdoses for Blacks age 40-54 were three times as high as the death rate for white drug overdoses. Today (2014), the death rate for White drug overdoses is higher than the death rate for Black drug overdoses.

This issue can be read in its entirety here: <http://33n.atlantaregional.com/uncategorized/699>

### 3. **Metro Water District Video**

ARC recently produced a video for the Metro Water District. Cheryl Mayerik, Sr. Communications Coordinator, showed the video in its entirety. This video was well received by the committee and will be made accessible on ARC's website. Plans are underway to have it distributed widely to state, county and local partners and stakeholders.

### 4. **ARC's Website Update**

Paul Donsky, Manager of ARC Communication's & Marketing Division, gave an update on the progress of the new ARC website that is being developed. The wire frame layout is in place as previewed today. The next step is design development and Mr. Donsky will show prototypes to the committee when they are prepared. This will give the committee an opportunity to give their input in the design process. Chair, Mayor Dial, suggested that committee members Tony Cooper and Amol Naik be included in the reviewing and development process moving forward. This suggestion was well received.

### 5. **Atlanta Region' Plan Executive Summary**

Paul Donsky distributed copies of the Atlanta Region's Plan Executive Summary. This document is accessible and downloadable at: <http://atlantaregionsplan.com/>

### 6. **Millennial Advisory Panel & Media Report**

Liz Sanford and Julie Ralston gave an update on the Millennial Advisory Panel and Media Report. The Millennial teams continue to meet and advance their initiatives. Members of the panel have been featured in many media interviews and stories, including in Atlanta Magazine, the AJC, SaportaReport and WABE-radio.

There being no further business for discussion, the meeting adjourned at 2:55 p.m.

