



## #HealthierMO

Transforming the Future of Public Health in Missouri

### #HealthierMO Initiative Forms Communications Committee

This week the #HealthierMO Steering Committee approved a slate of candidates to serve on the initiative's Communications Committee. The group of five women and two men represent academic institutions, local public health agencies and hospitals across Missouri. They bring collective experience in marketing, public relations, media, teaching, community outreach, event planning, social media, graphic design, and communication strategy development. They will support the initiative's communication efforts by working with initiative staff on communications planning, message and materials development, review and dissemination, sentiment monitoring, and communication program evaluation.

The Steering Committee also began reviewing nominations for the initiative's Advisory Council. The Committee seeks candidates with a general understanding of public health and a willingness to contribute to making Missouri healthier. The Advisory Council will make recommendations on approaches to advance the initiative and priority topics to be addressed in the next phase of the project.

The Evaluation Team met with members of the Missouri Public Health Practice-Based Research Network (MOPBRN) to review a summary of data gathered during the March 1 Stakeholder Convening Session. The evaluators are exploring ways to measure the initiative's progress toward its objectives and to tell the initiative's story, in order to guide it forward and offer a model that other states can emulate.

As the Advisory Council is formed, the Communications Committee begins its work, and the Evaluation Team continues its efforts, the initiative will offer more opportunities for engagement at varying levels. In order to be a successful grassroots movement, the Steering Committee agrees it is vital for stakeholders across the state to plug in to roles that best fit their skill sets and interest levels. From serving on the Advisory Council or the Communications Committee, to testing messages, to sharing social media, to filling other roles that become available, the initiative will continue to offer a variety of ways for stakeholders to be a part of transforming the future of public health in Missouri.

To learn more about the #HealthierMO initiative, visit [HealthierMO.org](http://HealthierMO.org) or Facebook [@HealthierMO](https://www.facebook.com/HealthierMO).

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The Missouri Public Health Association is leading the #HealthierMO initiative in partnership with Support KC. Funding for the first phase of this multi-year initiative was provided by the Missouri Foundation for Health and the Health Care Foundation of Greater Kansas City. To learn more, visit [www.HealthierMO.org](http://www.HealthierMO.org).