



#HealthierMO

Transforming the Future of Public Health in Missouri

Professional Organizations' Meeting April 26, 2018

Those in attendance were: Bert Malone, Dalen Duitsman, Linda Cooperstock, Jo Anderson, Susan Thomas, Kristi Ressel, Ryan Tilley, Nancy Beyer, Larry Jones, Clay Goddard, Audrey Gough, Diane Weber, Martha Smith, Casey Parnell and Jaci McReynolds.

Organizations represented were:

- Missouri Public Health Association
- Missouri Institute for Community Health
- Missouri Association of Local Public Health Agencies
- Missouri Center for Public Health Excellence
- Missouri Environmental Health Association
- Missouri Department of Health and Senior Services

Introductions:

During introductions the group cited keys to the success as communication, open-minded thinking, strengthening relationships and building trust, collaboration and long-term commitment. They emphasized the need to communicate the value of public health and the urgency for the project.

Casey reviewed the mileage reimbursement form and packet contents. She listed progress made so far as sharing legislative reports, developing and sharing the group's vision and mission statements, and signing a group letter in support of reinstating public health funding for the Director's office and returning the public health lab to DHSS oversight. She also identified the objective for today's meeting to set goals for Phase II.

Approve Minutes:

A motion was made by Clay Goddard, second by Bert Malone to approve the March 21, 2018 meeting minutes as presented. The motion carried.

Initiative Update:

Casey reported that the Advisory Council was approved by the Steering Committee on its 4/25/18 call and formal invitations will be sent 4/27/18. A confirmed list of the Advisory Council members will be posted soon. The Advisory Council will have a pre-meeting conference call on May 2, their first meeting May 11, and their second meeting June 14. The timeline is tight, but achievable and necessary in order to have the recommendations for the Phase II proposal to the Steering Committee on time.

A project of the Missouri Public Health Association and Support KC

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Roundtable Organizational Updates:

MEHA – Nancy Beyer reported that they held their annual conference the first week in April. The vote was unanimous to merge with MMFEHA and become the Missouri Environmental Health Association. The new organization's board structure was approved. They are moving now to combine finances and awards. They will adopt the Milk and Food bylaws and will develop a new website. She felt that after discussions at the annual conference the members were reassured that their organization won't lose its identity with the alignment of the professional organizations.

MoALPHA – Diane Weber reported that MoALPHA and MoCPHE representatives met together to discuss ideas to utilize more of the available CHIP funding meeting in Missouri. Historically, \$ 2.7 million has been left on the table because Missouri hasn't been able to pull it down. The joint MoALPHA and MoCPHE proposal will benefit all local public health agencies, and incentivize those who find ways to increase CHIP draw-down. They hope to work actively with LPHAs to identify ways to utilize more CHIP funding.

She said MoALPHA is looking forward to identifying more opportunities to work together with other organizations as a single voice. During new administrator orientation on 4/25/18, they were asked if the professional organizations were combining. She stated that is not the plan, but that the group is exploring ideas right now, and there is more work to be done. Springfield-Greene County and Kansas City Health Departments have joined MoALPHA, leaving only one LPHA in the state that is not a member.

MoCPHE – Clay Goddard stated that the organization is getting behind the transformation process. Their immediate goal is to bring more funding in to public health. Their recent work with MoALPHA on the CHIP funding stream is part of that effort. They also continue to push the need for the DHSS Director to meet certain qualifications. They are looking hard as an organization at the next five years and how they can work hard at their role in the transformation process while staying within their scope.

DHSS – Susan Thomas reported that she recently met with the DHSS Deputy Director to update her on #HealthierMO initiative and the Professional Organizations' progress. **Stakeholder Groups** – Linda Cooperstock reported that Tobacco Free MO is taking action to maintain funding for the Quit Line in the state budget. They also met with LPHAs to offer information on how they can work with housing authorities to offer smoking cessation now that public housing has to be smoke-free.

MPHA – Bert Malone reported that MPHA hosted an outstanding educational workshop last week for LPHAs on conflict resolution. It was hosted by MU Center for Conflict



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Resolution. MPHA is now planning for their annual meeting and working on the #HealthierMO Phase II proposal.

MICH – Dalen Duitsman reported they have received positive feedback from a letter that was sent to their Board explaining the Professional Organizations and requesting the use of the organizations logo to add in support to the letter to legislators on the public health lab and funding restoration. He is waiting to share next steps with the Board on the Professional Organizations' alignment process.

Communications Committee – Jaci McReynolds reported the group of seven plus initiative staff had a good first meeting. They recommend reminding leadership to use consistent language when referring to the “#HealthierMO initiative to transform the future of public health in Missouri” to alleviate any confusion about multiple movements at grassroots level. The Committee also encouraged reaching out to “influencers” who already have an ear in Jeff City to encourage them to include public health value as a relevant piece of their issues. She also shared that one of Missouri's universities has offered to create an e-learning module on the current situation of public health in MO, funding, challenges, transformation, etc. and then roll it out to all colleges and universities and encourage its integration and use. She and Casey will be working on moving this forward.

Professional Organizations Alignment:

The group reiterated their agreement that a coalition-type model would allow each organization to keep its own identity, but offer the opportunity for the organizations to work together to improve the public health system, coalesce around issues and speak with a unified voice. Suggestions were made that the coalition should have bylaws, rules of engagement and rotating leadership from the different organizations. The group identified the need to discuss sustainability, and agreed the actual alignment process should be one of the goals of Phase II. The suggestion was made to use a tool like the Prevention Institute's “10 Step Guide to Effective Coalition Building” to bridge past experience and put everyone on same page moving forward.

Phase II Goals:

Casey led the group in a discussion to identify the goals for the Professional Organizations for the Phase II proposal for funding. The goals were discussed around two categories: those required to build structure to formalize the group and those that will be outcomes of the group. Goals were then organized under the four mission areas.

Collaboration

1. Formalize structure (bylaws, leadership structure, membership representation)
2. Develop sustainability plan (sustainability, funding, grant writing, continuity)



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Communication

1. Develop a “system of distribution” for information among Professional Organizations members.
2. Develop a system for gathering information from membership.
3. Develop a communications plan for advocacy.

Workforce Development

1. Develop a calendar of current workforce development opportunities.
2. Identify opportunities to collaborate on and improve current workforce development efforts.
3. Identify current workforce recruitment opportunities.

Advocacy

1. Continue sharing legislative update among Professional Organizations.
2. Develop priorities for advocacy.

Next Steps:

The group agreed that continued face-to-face meetings are vital to continuing collaboration. They suggested hosting a longer full day or two half-day work sessions to dig deeply into issues.

Short term goals were identified as follows:

- Initiative staff will provide a summary of today’s meeting to share with organizations’ Boards and members
- Share general #HealthierMO information with Boards and members
- Continue sharing legislative reports
- Continue to monitor the Conference Committee
- Casey will provide an update at the statewide DHSS Director’s Meeting

The next meeting will be May 30th in Jefferson City. Casey will send out a Doodle Poll to help identify a date for the June meeting.

The meeting was adjourned.