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Transforming the Future of Public Health in Missouri

Professional Organizations' Strategic Planning Meeting August 21, 2018

Those in attendance were: Dalen Duitsman, Diane Weber, Robert Niezgoda, Audrey Gough, Ryan Tilley, Dennis Diehl, Nancy Beyer, Michelle Morris, Andrew Warlen, Kelley Vollmar, Scott Clardy, Linda Cooperstock, Martha Smith, Clay Goddard, Leah Martin, Jaci McReynolds, Casey Parnell and Sandra Boeckman

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 Milk Food and Environmental Health Association
- Missouri Council for Public Health Nursing
- Missouri Department of Health and Senior Services
- American Lung Association

Casey Parnell opened the meeting with introductions, and approval of June 28, 2108 meeting minutes. **A motion was made by Audrey Gough and seconded by Clay Goddard. On a vote, the motion passed.**

Casey gave an overview of what has happened to date and what to expect in Phase II. She reported that the Phase II proposal would run from January 2019 through December 2020. The Professional Organizations will continue to have eight meetings per year. Other activities planned for Phase II are workgroups and webinars, and a Capitol/Legislator visitation. The initiative will look at bringing in interns and consultants to help with different pieces of Phase II work.

Debra Box with Support KC was introduced and she gave a background of her organization and congratulated the TFPH Initiative for the great work that has already been done.

She asked the group to write down three or four phrases about what they wanted to see as future outcomes of working together and what a transformed public health system would look like. The group was then divided into four small groups to break down the items into their top two or three statements about the future work of the Professional Organizations Group.

Group 1 – Make Public Health truly visible to the public at all times – not just in crisis. Unification of all public health groups and their organizations. Make public health the up and coming job in Missouri.

Group 2 – Elevate public health through a strong, collaborative public health community with a united voice that is respected and supported financially by elected officials and

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community. Clearly define goals – leads to quantifiable improvement in Missouri health status

Group 3 – Unification of various public health organizations and resources to maximize impact. Sharing knowledge, skills and resources for increased partnerships and collaborations.

Group 4 – Relationship with legislators and champions. Unified or universal across all public health associations. Sustained public health funding is adequate to implement public health practice.

The website was reviewed for possible changes and/or additions. It was suggested that Drop Box be used for documents as well as a portal with secure access. It was suggested that when documents are emailed out, a direct link also be provided to the document in the portal.

The organizational chart was reviewed as well as the mission and vision statement. A suggestion was made by Kelley Vollmar to change the mission statement to: Leading Collective Public Health Impact through Communication, Collaboration, Workforce Development and Advocacy. It was decided that this change to the mission be an item for discussion at the next meeting.

Small groups were again utilized to discuss an action plan to develop goals, strategies, timeline and who will lead the workgroups on communication, collaboration, workforce development and advocacy.

Communication Workgroup

Purpose Statement: Develop a communication plan that would assure sharing and receiving information, requests for action, opportunities and needs of both routine and critical interest among member organizations and their memberships.

Goal: Develop a communication plan for all identified audiences

Objectives: (use original three goals under this mission area – information distribution system, information gathering system, communication plan for advocacy)

Steps:

1. Identify audiences
2. Define communication objectives for each audience
3. Identify measurements of success
4. Identify roles and responsibilities
 - a. Who in P/O group will take ownership of collecting and disseminating messages
 - b. Who among each P/O membership will take on communications role for collecting and sharing information
5. Develop processes
 - a. Message approval
 - b. Message level (informational versus critical)

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- c. Message collection (example: polls and surveys) to be equally offered to all organizations
- d. Decision process for which requests for information are approved so as to avoid message exhaustion
6. Identify timeline for workgroup work to be done (first meeting early October; have a good first draft plan in place before legislative session starts January 1)
7. Determine how to share evaluation metrics (dashboard)

Other comments:

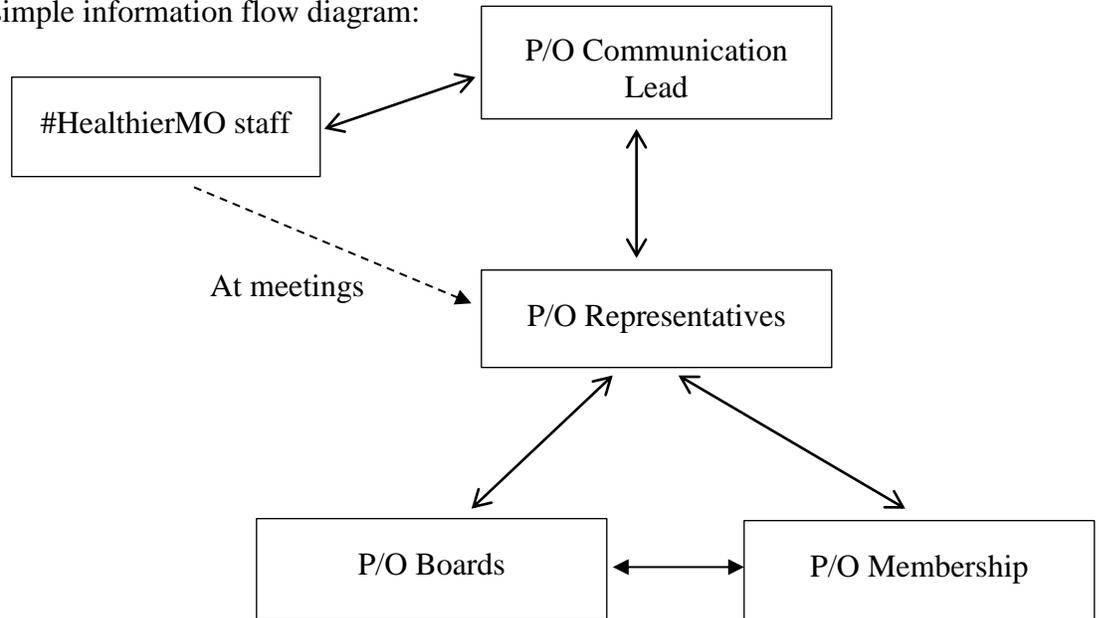
- Ask at least one representative from each P/O to be on workgroup to make sure their communication pathways and interests are reflected; open membership to workgroup up to general members of P/O (send an email to Executive Directors/Presidents to ask who they recommend rather than sending a general open message)
- Consider action steps for accountability
- Consider scope of decision-making (on message approval or calls for action messages) – Professional Organizations representatives group vs. Boards of the organizations vs. #HealthierMO Executive Committee
- Messages can go out via email with attachments and a link to a repository of all attachments
- Urgent messages could go out via text for immediate attention and action (i.e. a response to a legislative crisis)
- Consider who “owns” the message; what is the source; who does it belong to
- Working to unite the message, not homogenize it; each organization can add their brand or localize it for their membership
- Redundancy in message delivery will ensure it is seen by more people
- Clearly differentiate the work of this group versus the work of the #HealthierMO Communications Committee; The Communication Committee may be approached for input on this workgroup’s work



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- DRAFT simple information flow diagram:



Members of the Workgroup will be Robert Niezgoda, Audrey Gough, Larry Jones, Nancy Beyer, and Michelle Morris. Robert will serve as the chair.

Collaboration Workgroup

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

Composition of the Workgroup should be one person from each professional organization. Review existing data and determine if additional data is needed by December 30. Draft bylaws to include leadership structure and membership to be reviewed by professional organization committee by February 28 to make March meeting. Draft bylaws and send to each organization for review by July 12.

Sustainability Ideas – expanded membership, include legislature representatives, investigate dedicated funding from state, investigate additional funding sources, define timeline of sustainable activities and commitment from membership organizations.

Members of the workgroup will be Diane Weber, Martha Smith, Dennis Diehl, Ryan Tilley and Kelley Vollmar. Diane will serve as the Chair.



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Workforce Development Workgroup

It was suggested that a list be compiled into a directory of all the Workforce Development Job Placement and intern opportunities on the various websites such as DHSS (Friday Facts), NACCHO, MICH, ASPPH, Missouri State Universities including MSU, MU, WashU and SLU and they all be listed on the www.HealthierMO website.

Identify opportunities to collaborate on and improve current workforce development efforts by working with universities, DHSS, internship opportunities, MPHA and MoALPHA workshops, poster contests, meet and greets, and trainings.

Identify current workforce recruitment opportunities by working with Susan Thomas of DHSS, Friday Facts, research websites for opportunities, NACCHO, trainings and tools like Linked In and Indeed, booths at conferences and training on interviewing and job descriptions.

Members of the Committee will be Dalen Duitsman, Andrew Warlen, Linda Cooperstock, Diane Weber, Martha Smith and Susan Thomas. Dalen will be the chair.

Advocacy Workgroup

Continue sharing legislative updates among the Professional Organizations. Develop priorities for advocacy by developing advocacy framework (position statements, message box and tool box), educate public health organizations on advocacy and their role, educate policy makers (local and state), and educate community leaders, key stakeholders and decision makers.

Members of the committee will be Scott Clardy, Bert Malone, Leah Martin, Kristi Ressel and Martha Smith. Bert will serve as Chair.

A meeting will be planned for October of the Professional Organizations Committee and Workgroups will be encouraged to meet in September.

There being no further business, the meeting was adjourned.