



# #HealthierMO

Transforming the Future of Public Health in Missouri

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## **Steering Committee Meeting January 17, 2018**

Those in attendance were: Bert Malone, Dalen Duitsman, Dennis Diehl, Diane Weber, Sheila Reed, Jo Anderson, Eric Armbrrecht, Casey Parnell, Jaci McReynolds and Sandra Boeckman.

**MINUTES:** Bert Malone made a motion and Dalen Duitsman seconded to approve the Minutes of January 3, 2018. On a vote the minutes were approved.

**Review of Convening Session by Dr. Eric Armbrrecht:** The Goals for the March 1 Convening sessions will be decided at this Steering Committee meeting.

### **Primary**

- Generate support for the case and urgency for change
- Unify structure for transformation of public health system
- Build stakeholder confidence in success
- Set expectations for inclusive, grassroots culture and open process
- Describe TFPH approach to transformation
- Set criteria for selecting Advisory Council members
- Offer call to action for participants

### **Secondary**

- Elevate demand for coordinated strategic planning among leadership organizations (i.e., realignment of professional associations)
- Clarify roles (e.g., recommend, input, decide)

There was discussion about the verbal commitments that will be asked of the attendees at the Convening Session and the need for individuals to serve on the Advisory Council. Steering Committee Members will help compile this list of potential members for the Council.

Convening Session agenda draft was then discussed and timing. Topics include Case for Change; TFPH Structure and Approach; Other and Social time which includes lunch and breaks. These will be broken down from the five (5) hour time frame. There were questions about how the audience will be able to make comments and the time allowed for the comments on what they have heard during the morning session. They will also be asked to make bold statements and ideas for Transforming Public Health.

There will be more detail on this through emails and calls before the next session.

**STEERING COMMITTEE MEETINGS:** Casey Parnell reported on ways to stream line the conference calls for the decision items with more emails from Casey and Jaci and more discussion by members of the Steering Committee.



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A list of organizations, associations and individuals was distributed to the Committee and they were asked to mark individuals and organizations that they know. A sample email will be given to the Steering Committee to send to these individuals.

### **COMMUNICATIONS:**

**Upcoming PR Pieces:** Jaci McReynolds reported on “Public Health Intervention” piece and received some minor changes from the committee. One E-update and FaceBook post schedule were also reviewed.

**FaceBook Metrics Report:** Metrics were moved to a Monday through Sunday reporting period for these and future reports. Bottom line is that the FaceBook interaction rate is increasing especially those posts with pictures of community people – more local stories get a bigger response. Website use is also up with increasing number of new visitors. A Steering Committee page has been started with photos and short bios of the members. Another page on the website is the Partners for the Initiative which needs to be expanded.

### **PROJECT MANAGER:**

**Professional Organization Report:** Casey Parnell reported that a “doodle” survey was sent out for dates for future meetings – please respond as soon as possible.

**Evaluator:** RFQ is complete and was sent out. Deadline is this Friday (1/19).

There being no further business, the meeting was adjourned.

### **Dates for upcoming conference calls:**

January 24 – Steering Committee Conference Call – 3:30 p.m.

January 31 – Steering Committee Conference Call – 3:30 p.m.

March 1 -- Stakeholders Meeting, Courtyard by Marriott, 3301 LeMone Industrial Blvd.,  
Columbia, MO