



#HealthierMO

Transforming the Future of Public Health in Missouri

Steering Committee Meeting March 28, 2018

Those in attendance were: Dalen Duitsman, Linda Cooperstock, Bert Malone, Diane Weber, Dennis Diehl, Jo Anderson, Martha Smith, Susan Thomas, Todd Daniel, Paul Thomlinson, Eric Armbrrecht, Casey Parnell, Jaci McReynolds and Sandra Boeckman.

MINUTES: Bert Malone made a motion and Dalen Duitsman seconded to approve the Minutes of March 14, 2018. On a vote the minutes were approved.

COMMUNICATIONS:

Committee Nominees: A motion was made by Bert Malone and seconded by Diane Weber to approve the slate of nominees as presented for the Communications Committee. This vote was approved.

Metrics and Insights Report: Jaci discussed both reports noting that the numbers are staying about the same.

Perception Report: This is the quarterly report to be provided to the Steering Committee. There is a lot of data for this report since the Convening Session. One-third of attendees has visited the Facebook Page and receives the weekly email updates. Some Steering Committee members were disappointed on the numbers. Attendees reported they most wanted to receive updates on meetings and sharable content information pieces to share with their employees, etc. Some requested twitter (11), may want to pursue more use – communication committee will review this. Words to describe initiative were vast and mostly positive with a few less optimistic. The committee will work on the strategy of where to go from here; expand audience; engage participants; opportunities at all different levels of engagement. Celebrate the initiative that brought the professional organizations together - a vision and mission statement were completed in one meeting. Feature stories about partnerships and demonstrate that the Public Health system is broader than just the state health department. Concerns about fear of change should also be addressed.

FACILITATOR:

Eric discussed the document put together by Reggi Rideout on Themes and Takeaways – she is someone outside the industry for a fresh perspective on the meeting primary takeaways.

TFPH Purpose – The purpose of the TFPH project is to positively impact the health of Missouri's population by moving from the old, outdated system to a new, sustainable, culturally relevant and responsive public health system that can meet the challenges of Missouri's diverse communities.



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Meeting Schedule includes the two Advisory Council meetings and a conference call with the Council a week prior to the face to face meeting. Meetings will be May 11 and June 14.

Advisory Council Role – The role of the Advisory Council is to recommend an approach for advancing the public health system toward the TFPH vision – a new, sustainable, culturally relevant and responsible public health system that can meet the challenges of Missouri’s diverse communities. The recommendations will prioritize needs for data and strategies to support successful progress toward transformation through 2019, laying a foundation needed for sustained change.

May 11 Agenda Topics (Beginning the process of developing goals and objectives):

- Year One Goals for TFPH
- Tax support options/alternatives
- Regionalization/regional coordination
- Workforce development
- Strategic communications campaign themes
- Evidence of public health system’s favorable ROI
- Sequencing of TFPH activity (alignment with legislative and/or referendum timeline)

May and June Meetings: Times or length for the meeting with basic orientation – four or five hour meeting at a hotel with lunch were discussed, preferably in Columbia.

Advisory Council members – some have the experience in public health and some do not have a public health background and will need help to get up to speed on issues. A briefing book was suggested with all of the materials that have been developed so far to hand to all Council members so they can be well prepared.

The possibility of an expert on tax and budget will be asked to attend – Amy Blouin from the Missouri Budget Project with Tom Kruckemeyer was noted as experts. Missouri Budget Project improves the quality of life for all Missourians by informing public policy decisions through objective research and analysis of state budget, tax and economic issues.

Amy Blouin is the founder and Executive Director of the Missouri Budget Project. Amy has a Master of Social Work from St. Louis University (1996), and a BA in Political Science and Religious Studies from Loras College, Dubuque Iowa (1991). Amy previously served as the Director of Advocacy for Catholic Charities of the Archdiocese of St. Louis and as Government Relations Staff for the United Way of Greater St. Louis. Amy has also served as an Adjunct Professor at Saint Louis University, spent time working in Central America and with the Iowa Department of Economic Development European Office in Frankfurt, Germany. Amy has worked on state tax and fiscal policy issues for more than 15 years and has received regional and statewide recognition for her work. In 2012, the St. Louis Business Journal named Amy “One of the Most Influential St. Louisans.” Other awards include a “40 Under 40” award from the St. Louis Business Journal and the Missouri Women’s Network 2010 Award for Advancing Women’s Equality.

Tom Kreckemeyer joined the Missouri Budget Project in 2005, after having served as chief economist in Missouri’s Office of Administration- Division of Budget and Planning. During his 26-years with the state budget office, Tom worked in the administrations of six governors, both Democrat and Republican. Tom earned a Bachelor of Arts Degree in Economics and History in 1975 and a Master of Arts Degree in Economics in 1977

A project of the Missouri Public Health Association and Support KC

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from the from University of Missouri-St. Louis. In 1990, he earned a Master of Arts Degree in Political Science from the University of Missouri-Columbia

EVALUATORS:

Todd reviewed the Convening Evaluation by starting with the Overview of the session. The report was structured by the Benefits and Drawbacks. The number one benefit was Development of Valuable Relationships followed closely by Enhanced Ability to address an Important Issue. The highest ranking drawback was Diversion of Time and Resources away from other Priorities or Obligations. Many people said that the Benefits greatly exceed the Drawbacks. Satisfaction with the HealthierMO Initiative was discussed next with roughly 80% completely or mostly satisfied with efforts of the Initiative.

Areas of Focus: “Positive and largely engaged, enthusiastic and optimistic” was the consensus of the report. Make sure that everyone has a place in the Initiative and something to contribute. Strengths based approach based on the volunteers and where they fit according to their contributions. Last word -- the Initiative has momentum – capitalize on it!

PROJECT MANAGER:

Takeaways

- 1) April 4 Steering Committee call will be Advisory Council selection from nominees.
- 2) Approved Slate for Communications Committee
- 3) First Advisory Council meeting will be May 11

There being no further business, the meeting was adjourned.

Dates for upcoming conference calls:

April 4, April 11, April 18, April 25 – Steering Committee Conference Calls
– 3:30 p.m.