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Transforming the Future of Public Health in Missouri

Steering Committee Meeting April 18, 2018

Those in attendance were: Robert Niezgoda, Bert Malone, Dalen Duitsman, Jo Anderson, Diane Weber, Martha Smith, Dennis Diehl, Audrey Gough, Eric Armbrecht, Casey Parnell, Jaci McReynolds and Sandra Boeckman.

MINUTES: There was discussion about listing the names of the Advisory Council in the minutes before they are finalized and all have been contacted and have agreed to serve. Wording was added to the minutes of April 11 which stated that the list is being developed and awaits confirmation based on nominations. **A motion was made by Bert Malone and seconded by Dennis Diehl that the minutes of April 11 will be amended and approved without the list of the nominees. On a vote, this motion was approved.**

PROJECT MANAGER

Casey announced that invitations are being formalized for the Advisory Council. An email will also be sent to all nominated individuals that were not selected.

COMMUNICATIONS

Jaci discussed the changes to the E-Update and metrics show how it approved engagement with more clicks. Tracked clicks and being able to see what sites people go to was helpful. There was also engagement on the super hero social media showing a 14% engagement rate for that post. She advised the Committee that they should think about a roll out to a broader media audience with the release the names of the Advisory Council members and doing press releases. Be ready with talking points when this is done and let local and state partners know. Now that there is interest on national level through Nation's Health, try to define that to state and local partners as well. It was discussed to invite media to the second meeting in June of the Advisory Council in Columbia.

Jaci also announced that the Communications Committee was meeting in Jefferson City on Thursday (April 19). She will discuss the use of media at this meeting with the members of the committee and discuss the Phase 2 communication plan. Members of the committee include Carol Cox, Chris Newbrough, Denise Strehlow, Kathryn Wall, Michelle McDowell, Ray Dlugolecki, Tiffany Bullock and Casey Parnell.

Jaci also asked for assistance on stories from the health departments. Taney County discussed their WIC program and it was suggested that Jefferson County be contacted about their Mobile Dental clinic.

A project of the Missouri Public Health Association and Support KC

722 E. Capitol Avenue, Jefferson City, MO 65101 * 573-634-7977

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PROJECT MANAGER continued

Advisory Update: Casey ran through the list of confirmed members of the Advisory Council. She also reported on the individuals that declined the invitation – Ross Brownson due to his workload, and Susan White was no longer with the Missouri Primary Care Association. Other names of individuals were discussed for replacements for these two individuals.

FACILITATOR

Eric Armbrecht discussed what is next for the Advisory Council. A May 2 conference call will be held with all members of the Advisory Council. Meeting topics for the May 11 and June 14 meetings of the Advisory Council was discussed: May 11 – Learning from other states; Defining core services of public health departments; Exploring solutions (tax support options and Regionalization coordination); Developing themes for strategic communications campaign; and Facts/analysis needed to inform Advisory Council recommendations. June 14 – Public health system ROI; TFPH playbook; Exploring solutions; Developing theme for strategic communications campaign; and Phase 2 goals and grant support.

Questions were “how will we get information from other states”. Eric would like to get someone from Kansas or Washington to the meeting on May 11 as it would be a great resource. Also discussed was getting the individuals that were not all that familiar with public health an overview of the issues and where funding comes from.

There being no further business, the meeting was adjourned.

Dates for upcoming conference calls:

April 25, May 2, May 9, May 16 – Steering Committee Conference Calls – 3:30 p.m.
April 26 and May 30 – Professional Organization Meetings – Missouri Chamber
May 11 – Advisory Council Meeting, Stoney Creek Conference Center, Columbia
June 14 – Advisory Council Meeting, Courtyard by Marriott, Columbia