



# #HealthierMO

## Transforming the Future of Public Health in Missouri

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### **Steering Committee Meeting December 6, 2017**

Those in attendance were: Bert Malone, Dalen Duitsman, Diane Weber, Dennis Diehl, Casey Parnell, Jaci McReynolds and Sandra Boeckman. (Robert Niezgodka joined the call at a later point).

**MINUTES:** Minutes of November 20 were reviewed and approved by a motion and second from Bert Malone and Dalen Duitsman. Minutes from the Facilitator and Evaluator meetings will be revised and re-presented at a later date.

#### **COMMUNICATIONS:**

**Upcoming PR Pieces:** Jaci McReynolds presented the “Your Role in the Public Health System” was discussed and revised and will be sent on December 7. “Transforming the Future of Public Health in Missouri”, scheduled for distribution on December 15 was approved.

The FaceBook pieces were reviewed...they are scheduled to be posted December 7 through 20. Minor changes were recommended to the December 17 material. There were concerns about timing – most FaceBook followers are online in the evening with a few more during lunch hours. Jaci will have another document of FaceBook posts on the December 20 call for future dates.

**FaceBook Insights Report and Metrics:** this is a document that looks at the posts with the number of reaches, posts, interactions and reactions and shares to the TFPH posts – we want to see all numbers going up as the initiative increases. Ways to increase numbers were discussed as well as paying for advertising – more on this later.

**Stakeholder Prioritization Tool (lists):** Casey discussed the various invitees on the stakeholder list, in particular the county health departments and public health agencies. It was the consensus of the group to invite all, but probably not all will attend. We will ask each invitee to RSVP so we will have a count at the meeting and all areas are represented. AHEC agencies will be added to the list as well as MSU Public Health Institute. Public health nursing programs should be added if not already on list.

#### **FACILITATOR:**

The bids from the two facilitators were reviewed. It was the consensus of the group that Dr. Armbrecht was a better fit for this project. His quote was \$2,800 over budget so additional funds will have to be approved by the foundations. Casey emailed the foundations and asked permission to move funds around – will let the SC know when she gets an answer from the foundations. Bert reported that there might be additional funding so we would not have to move funds around.



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### **PROFESSIONAL ORGANIZATION MEETING:**

There was discussion about the date and location of the professional organization meeting – whether or not each organization would invite two representatives. It was reported that the quarterly DHSS meeting would be held on January 10 and 11, therefore the meeting should be on the 10<sup>th</sup> in the morning. Boeckman reported that the Missouri Chamber of Commerce had a meeting space for rent on Capitol Avenue. She will find out availability and report to the SC. MPHA and MoALPHA both have other meetings scheduled on these days.

### **DHSS REPRESENTATIVE:**

What to do about Jo Anderson's retirement from DHSS and who could serve as the official representative. Hold this issue until she is on the next call later in December. She will likely remain on the steering committee.

Casey reported that she talked to Susan Thomas with DHSS on their statewide assessment and the possibility of overlap of tools and surveys of data collection...more on this at the next meeting.

### **EVALUATOR:**

There was discussion about Janet Canavese taking on the responsibilities of the Evaluator for the Initiative for the first phase since she has experience with this process and the PBRN. It was the consensus of the group to have another individual do the evaluation process even through Casey also has the experience. The primary Evaluator would be Janet and then the PBRN would serve as the consultant to that individual.

There being no further business, the meeting was adjourned.

Dates for upcoming conference calls:

2017

December 20 – Steering Committee Conference Call

2018

January 10 -- Meeting with MICH, MPHA, MoALPHA, MoCPHE and MEHA,  
Missouri Chamber of Commerce, 428 E. Capitol Avenue, Jefferson City, MO  
March 1 - Stakeholders Meeting, Courtyard by Marriott,  
3301 LeMone Industrial Blvd., Columbia, MO