



# #HealthierMO

Transforming the Future of Public Health in Missouri

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**#HealthierMO Executive Committee  
Cole County Health Department  
May 9, 2019, 10am-2:00 p.m.**

**Those in attendance were:** Andrew Warlen, Audrey Gough, Brian Keller, Linda Cooperstock, Dalen Duitsman, Dennis Diehl, Diane Weber, Clay Goddard, Tracie McClendon-Cole, Martha Smith, Stephen Njenga, Larry Jones, Casey Parnell, Jaci McReynolds, Todd Daniel and Sandra Boeckman.

**MINUTES** of the November 29, 2018 and March 6, 2019 Executive Committee Meetings were reviewed. A motion was made by Audrey Gough and seconded by Clay Goddard to approve the minutes as presented. On a vote, the motion was approved.

**PROJECT MANAGEMENT UPDATE:** Casey Parnell, Project Manager reported that the Foundations would like to do a quarterly call with the principals of the initiative to stay abreast of the activities of Phase II.

She reported that the Foundation Public Health Services work group would hold their first meeting on May 29 at the Capitol Plaza Hotel in Jefferson City, Eric Armbrrecht will facilitate the meeting. Executive Committee members asked if they could attend and observe and they were all invited but will need to RSVP to insure correct numbers.

She noted that all of the Professional Organization work groups were meeting in May including Advocacy, Collaboration, Communications and Workforce Development. She reported that the group of the Society of Public Health Educators has resurfaced and want to get involved in Phase II of the initiative.

**COMMUNICATIONS:** Jaci McReynolds reported on the Values-Based Brand survey of public health employees were 262 responded to the survey (111 employees of DHSS and 126 local public health employees). Participants were asked to select five values/behaviors that most reflect who they are today from 48 choices. Family was the picked by the majority followed by empathy, well being, caring and accountability. Then they were asked to select five values/behaviors from 34 choices that best describe their local community today and five that represent what they would like to see reflected in their local community. Participants were also asked how important it was to them that their local community thrives and that Missouri thrive. The full report is attached to these minutes for review.

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Jaci asked that each members of the Executive Committee write a quote to share about public health on a card and these will be added to the website to make it more personalized. She will also be adding photos of the committee on the website as well.

**EVALUATION:** Todd Daniel reported on the recent survey he did on “Establishing a Foundational Public Health Service Model for Missouri.” He reviewed the components of the survey including:

**Awareness** - Awareness is defined as possessing “sufficient knowledge about the initiative to hold an informed opinion.” Awareness describes knowledge about the *existence* of the initiative and knowledge about the *purpose* of the initiative.

**Support** - Support describes sharing the vision of the initiative: agreement with the *necessity* of the initiative in its stated goals, resulting in thinking and speaking positively about the initiative. Support is characterized by feelings of representation, and by connection through social media feeds, website, email updates, stakeholders map, or providing input to the initiative.

**Engagement** - Individuals who are engaged with the initiative contribute resources to the initiative in the form of their time, money, expertise, or reputation. Engagement can be measured by individuals’ participation and by stakeholder persuasion (sharing information to build support).

**Ownership** - At the ownership stage, stakeholders focus on collective impact. Ownership is demonstrated through the value that stakeholders place on their personal contribution to the initiative’s success and the personal pride they would in shepherding the initiative to its transformational goal.

**Social Media Connection** - The Social Media Connection scale measured the degree of interaction with the initiative’s social media outlets.

**Support Transforming the Public Health System** - This scale distinguishes between support for the #HealthierMO initiative versus overall support for transformation of the Missouri public health system. It should closely match the Support scale; if not, it indicates slipping support for the #HealthierMO itself.

**Skepticism about the Initiative** - This scale measures general non-support for the #HealthierMO initiative in the form of skepticism about the potential success of the initiative.

**Representation by the Initiative** - Representation refers to the degree to which stakeholders felt that the initiative was for “people like me” and if their “voice is heard” in the initiative.

**Future modifications to the Scales** - The *engagement* scale that did not meet the .70 reliability coefficients threshold. The item “*It is worthwhile for me to work with other public health stakeholders when we share common ground*” did not relate reliably with the other two items (“I volunteer my time, resources, or expertise to the #HealthierMO initiative.” “I regularly spend time coordinating with other public health stakeholders involved with #HealthierMO.”). The item will be changed to read “*I regularly work with other public health stakeholders when we share common ground on the #HealthierMO initiative*”.

In summary, he cited specific statistics from the report including that Missouri's general revenue funding for core public health services in Missouri has dropped 66% since 2002. In the end of the initiative the public health community will be able to articulate this information to the people responsible for increasing funding. He reported that the funding system is not the only answer but local partners, community partners, and strategic thinking will all be needed. The full report of the FPHS Model for Missouri is attached for further clarification. It was suggested that Todd do a videoed presentation of the FPHS model lit review and place it on the website site or FaceBook Live.

**EXECUTIVE COMMITTEE:** Casey Parnell reported on the need for more intra group communications and the need to use "Teamwork" so that everyone's ideas can be communicated to the entire group.

She discussed the proposed charter for the Executive Committee. After a long discussion on the wording of the purpose and objectives and the number of members that the Executive Committee should have, it was the consensus of the group to appoint a subcommittee to work on the charter and bring it back to the committee for their review. Members of the subcommittee will be Clay Goddard, Brian Keller, Andrew Warlen and Audrey Gough.

There was discussion on what the committee members' vision for the future of this organization after the foundations discontinue funding...will it be #HealthierMO or something else? Would this become the public health system for the state, would the DHSS be the guiding light for the future and all the other committees dissolve or do we bring in hospitals, mental health and others to keep going? This discussion will be continued at an upcoming meeting.

Also discussed was the pacing of the initiative and is it moving too fast or too slow. If you have thoughts about this, please share with the group on Teamwork.

**Next meeting** will be face to face in central Missouri in September. A doodle poll will be sent out to find a date.