



#HealthierMO

Transforming the Future of Public Health in Missouri

Professional Organizations Strategic Planning Meeting Missouri Chamber of Commerce, October 24, 2019

Those in attendance were: Trina Teacutter, Diane Weber, Scott Clardy, Clay Goddard, Larry Jones, Kristi Campbell, Kristi Ressel, Dalen Duitsman, Nancy Beyer, Susan Thomas, Jaci McReynolds, Casey Parnell and Sandra Boeckman.

Organizations represented were:

- Missouri Public Health Association
- Missouri Institute for Community Health
- Missouri Association of Local Public Health Agencies
- Missouri Environmental Health Association
- Missouri Council for Public Health Nursing
- Missouri Center for Public Health Excellence

Communications: Jaci McReynolds discussed the new brand for the Initiative “Gear Up” for public health professionals. She reported that public health professionals in focus groups and surveys said they want to more involved with decision making and planning for the movement. She reported that there are four things that are being asked of through the campaign: Step up, Think Upstream, Partner Up and Speak Up. She reported that there is new content on the website and participants on the Partners and Supporters Map are up to 53 local public health agencies as Partners, since the FPHS focus groups.

FPHS Workgroup: Casey reported that in early October there was a workgroup on the Foundational Public Health System where two models were developed from results of the focus groups. The new model will be presented to the Executive Committee on October 31 for a final decision and then the model will be publicized.

Adding members to Workgroups:

There was discussion on the workgroups being open to anyone and this should be conveyed to the public health community. The Advocacy workgroup is developing some ground rules and expectation for participants where they will be responsible to contact at least one legislator. They discussed job descriptions or criteria for each work group and ensuring that each workgroup was diverse with not only leaders but others interested in public health.

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Mission/Vision: The mission and vision was revisited and corrected to read: Leading public health collective impact through advocacy, collaboration, communication, and workforce development. The vision remains – United for Public Health.

The Grant Deliverables: The deliverables were discussed and it was agreed that all of the grant deliverables were met in Phase I.

Phase II Goals: The main objective from Phase I was to establish a public health professional organization group with a formal structure with goals and deliverables with organizational memberships and adopt a set of bylaws. Additional objectives are to increase collaborative efforts of public health organizations and develop a plan to positively affect change in Missouri’s public health system. Individual target issues are to hold a strategic planning for professional organizations, develop goals for year 2, add more new members and write an action plan. The members of the professional organization will support implementation of the FPHS plan and help encourage their members to participate.

Workgroup Goals:

Collaboration: Diane Weber reported that the group has developed bylaws and are finalizing them for the professional organizations’ review. They will next work on a memorandum of Agreement for each organization to sign and will develop a sustainability plan for the professional organization – Public Health Organizations of Missouri (PHOMO).

Communications: Casey Parnell reported in Michelle Morris’s absence. The Communications Workgroup was tasked with developing a system of information distribution, developing a system of gathering information and developing a communication plan around advocacy. They want to do a demonstration of Teamwork to show how this software can help organizations distribute information.

Workforce Development: Dalen Duitsman reported that the group has developed an online calendar and identified workforce opportunities. He met recently with DHSS to discuss their ongoing programs with workforce development and they are now discussing accreditation. They are reviewing the needs assessment survey that was done recently. It was suggested that they ask the 7 PHAB accredited health department’s Workforce Committee leaders to be on their work group, those include, Kansas City, St. Louis City and County, Springfield, Columbia, Taney and Clay counties.

Advocacy: Kristi Ressel reported that the Advocacy workgroup was asked to coordinated legislative updates and develop priorities, however, their goals have evolved into finding education on advocacy, development of white papers and expanding membership of the work group. The group established the following legislative priorities for 2020:

1. Public health funding
2. Evidence based vaccinations

3. PDMP
4. Public health impact of medical marijuana
5. Violence prevention/public safety

At this point the attendees broke up into smaller groups to discuss proposed goals for Year 2 of Phase II with these parameters: Are the goals doable and consider the timeframe, current workgroup members and successes. After this discussion there were more than 20 additional suggested goals developed by the subgroups. Each person was asked to rank the goals with one through three number and the results were then discussed.

Final, agreed upon goals for 2020 include:

Collaboration

- 1) Develop Information Packet for new members of professional organizations
- 2) Central Repository for tools/resource/best practices (MoALPHA membership corner/PHOMO website)

Communication

- 1) Provide Peer to Peer education on HealthierMO Initiatives (asks)
- 2) Develop a Communication plan for advocacy (professionals organizations, LPHAs, public health partners and public)

Workforce Development

- 1) Create action plan around FPHS gap analysis
- 2) Identify cross agency roles (professional Development plans templates)
- 3) Engage Universities in public health

Advocacy

- 1) Education on Advocacy
- 2) Draft and introduce public health legislation
- 3) Identify champions (Advocate of the Year/Legislator of the Year)

All of these new goals would come with a sustainability plan developed by each workgroup.

As there was no further business, the meeting was adjourned.

The next meeting of the Professional Organizations will be in December.