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Transforming the Future of Public Health in Missouri

EXECUTIVE COMMITTEE MEETING

November 29, 2018

Those in attendance were: Dalen Duitsman, Robert Niezgoda, Diane Weber, Tracie McClendon-Cole, Larry Jones, Clay Goddard, Capt. Shary Jones, Spring Schmidt, Casey Parnell, Jaci McReynolds, Todd Daniel, and Sandra Boeckman.

Introductions were made of all committee members present. She announced that MEHA and Missouri Council for Public Health Nursing may be appointing a representative to serve on the committee.

MINUTES of the October 31, 2018 Executive Committee Meeting were reviewed. A motion was made by Diane Weber and seconded by Robert Niezgoda to approve the minutes as presented. On a vote, the motion was approved.

PROJECT MANAGEMENT UPDATE: Casey Parnell welcomed new members and reviewed Phase I and the revised Phase II proposal.

- The Executive Committee functions have evolved over time – Steering Committee was the initial force of the initiative – then the Steering Committee, for the most part, evolved into the Executive Committee around June 2018 and began meeting on a less regular meeting (monthly). She discussed meeting in person or by conference calls. A questionnaire will be sent to the Committee for their thoughts on this issue as well as other questions for the Executive Committee.
- She reviewed the Phase I proposal about engaging public health stakeholders through a series of meetings (convening session and an advisory council). Speakers were brought in from two other states that are going through a similar process. They prioritized what needed to be addressed. And with this information a Phase II proposal was put together with next steps.
- The original Phase II proposal was submitted to the Foundations and they gave them feedback about narrowing the outcomes to more targeted results with essential items that could be done within the next 24 months. A revised proposal was then submitted with some items cut back and amounts cut 47% from the original proposal.

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- She reviewed the revised proposal noting staff time and digital cuts. Contracted services were cut including a funding and policy assessment as well as an intern and PhD student. A capacity assessment will be done in Phase II with a foundational public health funding assessment included in the Phase III.
- Included in the funding were grassroots meetings and meetings with representatives from other states dealing with the process of transforming public health.
- LPHAs focus groups or meetings to gather input was included – nine meetings are planned per year.
- Communication Committee will continue its work as well as the Professional Organizations meetings will meet on a regular schedule. Work groups will be meeting and the PBRN group will have a couple of meetings per year. Advisory Council will meet during Phase II to give advice for the Phase III proposal. Relevant Conferences will be attended by staff.
- Missouri State University (MSU) will be the fiscal agent.
- The revised proposal was presented to the Foundations on November 9 with a funding decision by mid January.
- An interim funding grant was obtained for January and February through the Missouri Department of Health and Senior Services.

COMMUNICATIONS

- Jaci McReynolds reported accomplishments of Phase I and the plan for Phase II. The Communications Committee began in November of 2017 with e-updates, FaceBook, Twitter and a website of information. In year one, E-modules were completed by 50 students from Truman State University, content in state and national publications, 85 partners and supporters listed on the website with 13 stories on public health around the state.
- Planning for Phase II has expanded the Committee to 13 people and includes LPHAs, hospitals, Public health universities and public relations individuals.

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- Other planning by the Communication Committee was a SWOT analysis, comparison survey, and developed an audience-centric core narrative to guide the public health message. Identified target audiences and will address the lack of public health knowledge in the public audience and policy makers. Identified objectives for each audience and core narratives.
- Working on developing strategies to move audiences through change through digital storytelling, content generation, information sharing, and two-way communication through social media, polls, surveys and meetings.

EVALUATION PLAN

- Todd Daniel discussed wrapping up Phase I with a case study final report due to the Foundations by January 31. The case study explains what has been done on the project for Phase I.
- Ongoing activities for Phase II will create an evaluation timeline with all evaluation activities, develop a survey tool for the commitment model, develop a survey tool for staff data collection and identify and develop of existing measurement models and tools for remaining process measures.
- Commitment Model – Levels of Commitment – four groups of key stakeholders to communicate with are engaged decision makers, LPHA administrators, public health workers and policy makers.
- Samples of a capacity assessment were reviewed as well as the Commitment Model.
- Perceptions Monitoring and Model State Review were discussed and defined. Also discussed were the In-Kind Contribution Tool, Change Management Model Development, Coordination and Reporting.

ADJOURN

The next meeting of the Executive Committee TBD.