



# #HealthierMO

## Transforming the Future of Public Health in Missouri

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### **Steering Committee Meeting December 20, 2017**

Those in attendance were: Bert Malone, Dalen Duitsman, Dennis Diehl, Linda Cooperstock, Sheila Reed, Jo Anderson, Susan Thomas, Robert Niezgoda, Casey Parnell, Jaci McReynolds and Sandra Boeckman.

**MINUTES:** Bert Malone made a motion and Dalen Duitsman seconded to approve the Minutes of November 21 (evaluation meeting), December 4 (facilitator meeting) and December 6 (TFPH meeting) with edits by Dalen Duitsman. On a vote the minutes were approved. Dennis Diehl made a motion that was seconded by Robert Niezgoda to approve the minutes from December 13 (Professional Organization meeting). This motion was approved after discussion.

#### **PROJECT MANAGER:**

**Evaluator:** Casey reported that she has talked to Eric Armbrrecht and a meeting with him is being planned in Jefferson City. She sent a draft of the Evaluator contract to the steering committee for their review. Support KC will review contract before it is sent to Eric for his signature. The Professional Organization meeting time frame was discussed. It was the consensus to try to schedule a meeting with Eric on the 9<sup>th</sup> of January and the PO meeting on the 10<sup>th</sup> and MPHA will have their Board Meeting on the 11<sup>th</sup>.

**Budget:** There was discussion about covering expenses of steering committee members through the grant such as mileage and conference call fees. Boeckman will contact Support KC and discuss where these fees should be taken from. It was suggested that a word be added to the budget itself to more clearly explain the line item.

There was also discussion about the Evaluator and MoPBRN group getting involved with the grant and the process for their input and participation. A budget from this group was discussed and reviewed. Dennis Diehl and Janet Canavese will be coordinating this segment of the grant research.

**Professional Organizations Meeting:** Details were discussed regarding the room at the Missouri Chamber of Commerce, supplies are being ordered and a folder will be given to each attendee. Lunch will be catered in and invitations have been sent. Only a few have RSVPed to date. Bert has had discussions with some of the groups about bring more than one or two individuals. Casey related that only one or two from each organization attend for the initial meeting to enable more conversation about the program.

**Use of Webinar vs. Conference Calls:** The use of some type of visual web-based conference call was discussed in order to better review some of the informational pieces. Casey will research this and report back at next meeting.



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### COMMUNICATIONS:

**Upcoming PR Pieces:** Jaci McReynolds reported on the progression of pieces that were emailed and posted to the website (all previously sent information is posted to the website).

The current piece is entitled “Stretching Every Public Health Dollar” is based on return on investment from public health funding. There was minor suggestions made about wording and the document was approved. The use of “click throughs” in the document was discussed as well and will be included more in future documents.

The piece “A New Year for MO Health” was discussed. It was reported that Texas needs to be added to the list of states that are transforming their public health systems. It was suggested to add an invitation at the end to contact us or find us on FaceBook.

**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 – looking for shares and reaches to go up as the project progresses. Also a conversation with the Steering Committee on they can help increase viewings will be held after January 1. The FaceBook post schedule was discussed and reviewed. The FaceBook metrics was also discussed - followers down slightly probably due to holidays. Reach increased slightly. E-Updates goal is to increase viewing of this information. Jaci would like to get steering committee biographies added to the website. Also needed are stories about public health efforts around the state for the website. This announcement could be made at the statewide meeting of DHSS and LPHAs each quarter as well as an update of the Coalition progress and in addition maybe a table to showcase information.

There being no further business, the meeting was adjourned.

### Dates for upcoming conference calls:

2018

January 3 – Steering Committee Conference Call

January 10 -- Meeting with MICH, MPHA, MoALPHA, MoCPHE and MEHA,  
Missouri Chamber of Commerce, 428 E. Capitol Avenue, Jefferson City, MO

January 17 – Steering Committee Conference Call

March 1 -- Stakeholders Meeting, Courtyard by Marriott,  
3301 LeMone Industrial Blvd., Columbia, MO

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A project of the Missouri Public Health Association and Support KC

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