Communications Workgroup Meeting
Healthy Sacramento Coalition

Monday, October 22, 2012
9 a.m. – 11 a.m.
Sierra Health Foundation
Capital Room

Meeting Notes

Meeting called to order at 9:10 a.m. by Chair Robert Lee Grant

<table>
<thead>
<tr>
<th>Attendees Present:</th>
<th>Absent:</th>
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<tbody>
<tr>
<td>Harry Block</td>
<td>Sharon Chandler</td>
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<tr>
<td>Kelly Brenk</td>
<td>Kacy Cha</td>
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<tr>
<td>Maichew Chao</td>
<td>Carolyn Curtis</td>
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<tr>
<td>Jinky Dollar</td>
<td>Kelly Huffman</td>
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<td>Robert Lee Grant</td>
<td>Elissa Maas</td>
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<td>Beth Hassett</td>
<td>Bill Maynard</td>
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<td>Susan King</td>
<td>Michael Minnick</td>
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<td>Stephanie Landrum</td>
<td>Chong Moua</td>
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<tr>
<td>Fatima Malik</td>
<td>Robert Phillips</td>
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<tr>
<td>Juanita Ontiveros</td>
<td>Maria Ponce</td>
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<td>Casie Parrish</td>
<td>Shauna Ross</td>
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<tr>
<td>Katy Pasini</td>
<td>Eileen Speaker</td>
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<td>Toni Perry</td>
<td>Gloria Torres</td>
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<td>Kendra Thao</td>
<td>Kim Tucker</td>
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<td>Alex Tyannikov</td>
<td>May Vang</td>
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<td>Nikki Whitfield</td>
<td>Scott Xiong</td>
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<tr>
<td>Linda Yang</td>
<td>Stephanie Yang</td>
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<td>Dominique Ritley</td>
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I. Open and Introductions – by Chair Robert Lee Grant, Nourishing the Kids Media and Recording Secretary, Vice Chair Casie M. Parrish, Western Clinicians Network

II. Approval of minutes from September 24, 2012 meeting
   a. Motion to approve minutes made by Harry Block
   b. Motion carried; no discussion

Funding for this project is provided in whole by the Centers for Disease Control and Prevention’s (CDC) Community Transformation Grant, 1U58DP003522, as part of the Prevention and Public Health Fund of the Affordable Care Act. The views expressed in this project do not necessarily reflect the official policies of the CDC or imply endorsement by the U.S. Government. Learn about Community Transformation Grants at www.cdc.gov/communitytransformation.
III. Reports
   a. Steering (Executive) Committee Meeting Update
      1. Committee is in the process of developing operating guidelines
      2. Committee will move in the direction of smoking cessation
         “Tobacco-free living” for first initiative
      3. Introduction of Dominique Ritley, Policy Expert from UC Davis, who will be
         workgroup policy wonk
   b. Implementation plan will be submitted to CDC in April 2013 for start in 3rd Fiscal
      year Oct. 2013
   c. Chairman Robert Lee Grant recommended to the Steering Committee that the
      Coalition adopt requirements for membership of an attendance of 6 of the 10
      Coalition yearly meetings and a no three consecutive absence rule to be a
      member-in-good-standing (MIGS).
      1. There are 10 monthly general Coalition meetings per year with no meetings
         in July or December.
      d. MIGS must attend 6 of 10 meetings in the course of a year— anyone who misses
         3 consecutive meetings will no longer be MIGS and will be dropped from
         membership or be a part of the workgroup.
   e. Recommendation to include a clause for sending someone from within an
      organization to represent the member if he/she is unable to attend
      1. Discussion item will be placed on agenda for review and approval at next
         workgroup meeting – will be effective as of approval at next meeting, Dec. 3,
         2012
      2. Next Communication Workgroup (CWG) meeting. Chair will also report on
         operating guidelines adopted by Steering Committee at its November
         meeting.

IV. New Business - “SacHealth Bites” (film)
   a. Purpose of video – examples of way for Coalition members to communicate with
      the community and stakeholders
      1. Recommendation of Behr Communications Group – find ways to
         communicate with the public in our communities and “inter-coalition”
         member communications
      2. Films for members’ web site, YouTube and emails – effective way of
         communicating with our coalition members and stakeholders and the
         general public.
      3. In order for HSC to be effective in serving the public, we must show we care
         about the communities’ health and one way to show we care is through
         “SacHealth Bites” – messages that convey we are the public’s “wellness
         friends” through positive video informative initiatives.

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b. Recommendation from Chair to hold outreach meeting in one of “The 15 zips”
   1. Would like to hold a future CWG meeting out in the community in one of the 15 zip codes identified by the community health needs assessment survey.
   2. Meeting to be held in first quarter of 2013
   3. Beth Hassett appointed by Chairman to chair committee review of possible community locations and make a recommendation
   4. Request from Susan King and Dominique Ritley to hold off until we have a policy in place from the policy workgroup

V. Branding Committee reported out – Chair Stephanie Landrum:
   a. Use acronym of “healthy” in each of 39 languages represented among stakeholders in our communities
   b. Identity campaign – make others feel involved, encouraged, motivated to be a part of the Coalition’s public health initiatives/campaigns
   c. Strong desire was expressed to not leave any one group out of the campaign’s ID.

VI. The five strategic focus areas of CTG – update from Susan King, Public Relations and Communications Director, Sierra Health Foundation, with focus on web-assisted personal tobacco usage testing, which led to a general discussion about the first Coalition focus initiative around tobacco-free living (smoking cessation).
   a. Chair RLG appointed Dominique Ritley, (dritley@ucdavis.edu) public health policy expert from UC Davis, to help CWG stay focused on policy in designing communications instruments.
   b. Chair RLG appointed Aleksey Tyannikov, (ATyannikov@sacbreath.org) Chair of CWG tobacco cessation committee.

VII. Holiday scheduling caused the next meeting to be set by majority vote to December 3, 2012 at Sierra Health Foundation from 9 a.m. to 11 a.m.

VIII. Meeting adjourned at 11 a.m.