Communications Workgroup Meeting  
Healthy Sacramento Coalition  
Monday, January 7, 2013  
Meeting Summary

<table>
<thead>
<tr>
<th>Attendees Present:</th>
<th>Absent:</th>
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<tbody>
<tr>
<td>Alex Tyannikov</td>
<td>Kacy Cha</td>
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<tr>
<td>Beth Hassett</td>
<td>Kelly Brenk</td>
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<tr>
<td>Brenda Ruiz</td>
<td>Linda Yang</td>
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<tr>
<td>Casie Parrish</td>
<td>Ramona Mosley</td>
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<td>Dominique Ritley</td>
<td>Scott Xiong</td>
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<td>Eileen Speaker</td>
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<td>Fatima Malik</td>
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<td>Harry Block</td>
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<td>Jinky Dolar</td>
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<td>Juanita Ontiveros</td>
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<td>Katy Pasini</td>
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<td>Kendra Thao</td>
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<td>Lucia Leon</td>
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<td>Maichew Chao</td>
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<td>Miriam Porter</td>
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<td>Nikki Whitfield</td>
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<td>Pleshette Robertson</td>
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<td>Robert Phillips</td>
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<td>Robert Lee Grant</td>
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<td>Roy Behr</td>
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<td>Stephanie Landrum</td>
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<td>Susan King</td>
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<td>Toni Colley-Perry</td>
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<td>Toni Tirapelli</td>
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<td>Twilia Laster</td>
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<td>Bill Maynard</td>
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I. Opening and introductions by Chair – Robert Lee Grant, Nourishing the Kids Media  
   and Vice Chair, acting secretary – Casie Parrish, Western Clinicians Network  
II. Approval of Minutes from Dec. 3, 2012, Communications Workgroup meeting –  
    approved by acclamatio  
III. Steering Committee update – Chair updated that the Steering Committee is still  
    working on the Coalition “Operating Guidelines” document  
IV. Committee Reports  
a. Branding Committee  
   i. Steering Committee tabled the request from the Branding Committee to  
      poll membership and denied their request to work with a contractor  
   ii. Branding committee has no additional assignments  

*The Healthy Sacramento Coalition is made possible by funding from the Centers for Disease Control and Prevention.*
b. Outreach Committee
   i. Appointed new members: Harry Block, Jinky Dolar and Maichew Chao
   ii. First Communication Workgroup outreach meeting in 15 zips will take place on March 4, 2013, at the Harmon Johnson Elementary School, North Sacramento, Del Paso Heights – hosted by the Coalition member Healthy Start Collaborative.
      1. Preparation for meeting: Brenda Ruiz and Juanita Ontiveros volunteered to do Spanish translations for presentations to audience of Spanish-speaking parents
   iii. Committee chaired by Beth Hassett – team site visit planned prior to the meeting (1/19/13 at 9 a.m.)
   iv. Communication strategies and instruments for accomplishing policies on Tobacco-cessation and Active Living Healthy Eating will be presented for community input, reactions and suggestions
   v. Should we extend beyond parents of the school discussed
      1. Susan King: space is small – Chair Hassett will inquire about space availability during site visit
      2. Harmon Johnson group to provide breakfast – HSC will contribute to the cost of the breakfast provided
   vi. Selected site has very active Mexican-American parent group with seasoned community participation experiences
   vii. “Media Group” will review option of press coverage for the breakfast meeting
   viii. Progress report at next meeting

V. Media Group Committee Established
   a. Appointed members - Chair Robert Lee Grant, Robert Phillips, Susan King and Katy Pasini
   b. Media Group Committee created to develop consistent communications resources for all Coalition members to use, such as a “Questions & Answers” fact sheet or the Healthy Sacramento Coalition web page.
      i. Materials that represent the Coalition or are produced in connection with the Coalition need to be reviewed and approved by the Media Group during the development stage. This will help us ensure that required Center for Disease Control (CDC) language and logos are used properly.
   c. “Speakers Bureau” Proposed
      i. Members will be Chairs and Vice Chairs of the three workgroups (six), Chair and Vice Chair of the Steering committee, plus – Media Group SHF Directors, totaling 10 members.
      ii. The “Speakers Bureau” Chair will be the Chair of the Communications Workgroup and s/he will make speaking assignments.
      iii. A pathway will be established for other Coalition members to join the “Speaker’s Bureau.” Coalition members need approval in writing from the Healthy Sacramento Coalition “Speaker’s Bureau” before formally speaking for or representing the Coalition. Coalition members are, of course, encouraged to represent the Coalition’s work informally among their constituents.
d. Sierra Health Foundation is a member of the Healthy Sacramento Coalition and provides support for the work of the Coalition. Only employees of Sierra Health Foundation can speak for or represent the foundation.

e. The Media Group, Speakers Bureau and other representation policies from the Communications Workgroup, when approved by the Steering Committee and adopted by the Coalition’s general membership, will establish the “Communications Policy of the Healthy Sacramento Coalition.”

f. Discussion
   i. Dominique Ritley would like to see more information vetted before submission to Steering Committee for approval – item will be added to the next meeting agenda
   ii. Dominique volunteers to lead vetting of this issue
   iii. Question: Are there other Speaker Bureau models that can be reviewed for guidelines?
       1. Yes: Pleshette Robertson to provide additional information on existing Speakers Bureaus
   iv. Question: How will alternative language and cultural representation be met? Bi-lingual representation should be a priority.

VI. Media Group Committee Report
   a. E-Newsletter draft review provided by Susan King/Katy Pasini. Suggestions were made by workgroup members:
      i. Needs a content submission area at the top
      ii. Upcoming events – include Google calendar option
   b. Need to set a process for workgroups to submit information, e.g., identify individual from within each workgroup as a representative who will be responsible for working with Media Group to provide information on workgroup happenings
   c. Newsletter would replace monthly HSC upcoming meeting reminders
   d. Newsletter will be sent out on or about the 15th of each month to every Coalition member
   e. Will revisit the development of the E-Newsletter at the next meeting

VII. Tobacco Cessation Committee Report
   a. Alex Tyannikov – Communications Strategies/instruments update
      i. Smoke-free housing
         1. Renters and owners
            a. Renters: mobile apps, incentives, mobile discounts on monthly bills, etc.
            b. Owners: business partnerships – multi-owner policies
      ii. Medical intake and treatment
         1. Need to be more vigilant about connecting w/existing groups
         2. Need to create partnerships with providers
      iii. Cultural and age-sensitive information
         1. Applied to all focus areas – whether multi-unit housing renters or provider relations; should be cultural and age sensitive
         2. Age/cultural rituals – need to address these rituals
      iv. Challenges still to face:
         1. Policy is not specific enough, e.g., should focus be on renters, owners or both?
2. Need to know the timeframe for achieving set goals
3. Require more specific ideas on how to communicate with identified target stakeholders

b. General Coalition meeting will revisit this area of focus
   i. Policy Workgroup may come up with some recommendations to share with the Coalition in the future
   ii. Tobacco-cessation committee will send their specific questions to the Policy Workgroup and general Coalition for review and discussion

c. Susan King reminds the workgroup to be aware of:
   i. Cultural competency considerations
   ii. Timeframe considerations – look for solutions that are already in existence in the community, e.g., maybe there is an app that is already out there for aiding in smoking cessation.
      1. Chairman reminds us that we still have time – 90 days approximately before April submission of implementation plans

VIII. Active Living/Healthy Eating Committee
a. Appointed members – Brenda Ruiz-Chair, Toni Tirapelli and Bill Maynard
b. Preparation of next meeting focus on Active Living and Healthy Eating
c. Toni Tirapelli will present ideas on Active Living at next meeting
d. Video screened of Prof. Toni Yancey on “Instant Recess”
e. Healthy eating presentation by Chair Brenda Ruiz, Slow Food Sacramento, about current local food policy activities, which included:
   i. Sacramento Food Policy, Regional Food System Collaborative, Policy Work Group Chair
   ii. Slow Food Sacramento – community focus around food with others, activist organization
      1. Projects include: Sacramento School Garden Coalition – Rosemont School District
   iii. What’s happening:
      1. Soil Born Farms, Sacramento is coined: “American’s Farm to Fork Capitol”, SCUSD – Healthy Food Task Force, school gardens as full community engagement, select committees responsible for research in order to access resources from the communities
iv. Schools as key access points into communities
v. Workgroup members discussed Brenda Ruiz’s presentation and concluded that she will be an excellent resource for policies regarding Healthy Eating and recommended that she make a similar presentation at full Coalition meeting. Chair Grant agreed to make that recommendation to Steering Committee.