Communications Work Group Meeting  
Healthy Sacramento Coalition  
Monday, April 1, 2013  
9:00 – 11:00 a.m.  
Capital Room  
Sierra Health Foundation  

Meeting Notes

<table>
<thead>
<tr>
<th>Communications Workgroup</th>
<th>Excused absences:</th>
<th>Absent:</th>
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<td>Attendees Present:</td>
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<tr>
<td>1. Harry Block</td>
<td>1. Fatima Malik</td>
<td>7. Carolyn Curtis</td>
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<td>2. Robert Grant (Chair)</td>
<td>2. Toni Tirapeli</td>
<td>8. Cynthia Smith</td>
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<td>4. Susan King</td>
<td>4. Beth Hassett</td>
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<td>5. Samantha Mott</td>
<td>5. Dominique Ritley</td>
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<td>7. Casie Parrish (Vice Chair)</td>
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<td>8. Katy Pasini</td>
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<td>9. Toni Colley-Perry</td>
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<td>10. Kendra Thao</td>
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<td>11. Alex Tyannikov</td>
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I. Open and Introductions - Chair Robert Lee Grant, Nourishing The Kids Media 
Recording Secretary – Vice Chair Casie Parrish, Western Clinicians Network

II. Approval of Minutes – March 4, 2013 meeting – Kendra Thao made a motion to approve; Harry Block 2\textsuperscript{nd} – no objections, minutes approved

III. Reports:  
a. Steering Committee  
   1. Status of Implementation Plan  
      1. Robert Philips made a presentation to the Policy Workgroup where he said the following:  
         a. $85 mil in prevention fund for community transformation grants – Sacramento = 1.4 million – most likely will be cut due to sequestration  
         b. Last coalition meeting was canceled so that a select group could concentrate on the implementation plan  
         c. Select group included reps from Prevention Institute, Behr Communications, Health Education Council, Sac Public Health and others – working with Philips and Diane
Littlefield to come up with an implementation plan which will reflect the possibility of funding cuts
i. Dr Glennah Trochet was added to the group as a rep of the general membership by unanimous vote of the steering committee
d. Draft of the implementation plan will be presented to steering committee at their next mtg. 4/10/13 with a request for input
e. Updates and other information will be available online at sierrahealth.com at the community transformation tab
f. CDC – has very specific criteria and ideas as to what programs they would like to see funded, generally those which have a large community impact:
   It will require a balancing act between
   recommendations of the policy group/membership
   and the desire of the CDC to impact the community
   in the three identified areas, e.g., tobacco-free
   living, healthy eating/active living and evidence-based quality clinical and preventative services

b. Policy Workgroup
   1. All program policy recommendations from the work of the HSC policy workgroup are available online.
c. Communications Workgroup
   1. Approval of our “Communications Policies” by the Steering Committee are now available online at the Sierra Health web site

   2. These policies establish the “media group” – which deals with all distribution of HSC media
   3. A Speakers’ Bureau for the HSC
      a. Speakers Bureau members include:
         i. Two members of the SHF and the elected chairs and vice-chairs of HSC
         ii. The group is Chaired by the chair of the communications workgroup.

4. Requests were made for HSC identifying “gear:” t-shirts, buttons, hats, etc.
5. Request was made for a template or pre-approved snippets of information about SHF and the HSC, “stock language”, images, etc. as a way to eliminate the bottle-necking process of approval for use of HSC identifying materials.
   a. It was indicated that members could use the language from the website if needed immediately
   b. It was expressed that there is a need to have content approved in various languages. An example given was the Oakland School Foundation.
c. Standing Committees
   1. Outreach Committee – Analysis of outreach meeting 3/4/13
      1. Attending the off-site meeting and being out in the community gave meeting goers a realistic perspective of what the parents and children endure in that area when attending the Harmon Johnson School; everyday reality
      2. Brought up the reality about Woodland’s Mid-town school and the bad rap it has in dealing with disadvantaged youth; especially Latino students
      3. Feedback – meeting was more of a ‘gripe’ session
      4. There needs to be accountability/follow-up on all the challenges and problems that were identified regarding, drinking fountains, bathrooms, parks, sidewalks, etc.
      5. Needs to be a staff person involved from the school
      6. Kids are being educated about healthy eating/active living, but parents are missing the message
         a. Generational gap – some kids are wanting to make healthy choices, but are not being supported by teachers and parents or caretakers
      7. Follow-up in regards to Harmon Johnson off-site school-based community meeting - HSC focus areas, e.g., healthy eating/active living
         a. Communications work group recommends that the implementation task force identify a staff person/group to review feedback from the meetings and create a community-based action plan – what needs to be done and who needs to follow-up
      8. Parent feedback – want more outreach for participation, but don’t know where to start or who to turn to
         a. Request for physical/cultural exercise – cultural dancing classes, art, gardening, etc.
         b. Strong concerns were express about safety in addressing physical activity
      9. Need to itemize, prioritize recommendations
     10. Parents need to know that meetings are done with anonymity:
        a. Confidentiality
        b. With no immigration status questions asked;
        c. Childcare & translation in their first language be available;
        d. Make effort to encourage complete family participation, i.e. include the fathers.
     11. General agreement that we continue with the off-site community meetings after some fine tuning and further review of the group recommendations

IV. Status of HSC Policies – General Discussion
   a. Available on Sierra Health Foundation website
1. Members will no longer receive individual notices of upcoming meetings; must view the monthly newsletter or E-Update at the website online at sierrahealth.org

V. New Business
a. Grassroots approach to submitting information/articles as recommend by Susan King, Communications Director SHF – twice a month Susan King submits articles to the “Observer” on various topics that are important to the community—e.g., Alex T. wrote an article on “Cigarillos” – smoking awareness for AA youth
   1. These articles, if relevant, could then be posted in the HSC E-Update
b. Media consultant training
   1. Susan King will look into the idea of media training for the communications work group and the general membership;
      1. Consultant can help address topics such as good vs. bad media, potential backlash, and destructive elements in a story, effective use of social media.
   2. Dr. Glennah Trochet recommended as first presenter – Chair Robert Grant volunteered to contact Dr Trochet to see if she would be interested in presenting;
      1. Other potential speakers include:
         a. Pauline Barthelone, Cap Public Radio, Health reporter
         b. Cynthia Craft, The Sac Bee
         c. Kathy Robertson, Business Journal
   3. Purpose of media training includes:
      1. Information sharing with the community – Observer only reaches a certain population, need to expand our outreach within the identified “at risk” communities, i.e. the 15 zips.
      2. Recommended that we contact the minority media, e.g., Hmong and Latino stations for their insights into how best to connect with their community members
   4. Media training conference targeted for Mid-May 2013
      1. Susan will report back to the committee on her findings at the next communications work group meeting on May 6th
   c. Follow-up questions to answer:
      1. Who are these advocacy organizations that these community leaders represent?
      2. Who are the influential voices in the community?
      3. Who have good pipelines into the various communities?
      4. And how do we bring these people to the table?
      5. Request members come to next meeting prepared to share their community leader contacts with the rest of the workgroup.

VI. Adjourned 11 am
VII. Next meeting – Monday, May 6, 2013, 9-11 a.m.