Communications Work Group Meeting
Healthy Sacramento Coalition
Monday, May 6, 2013
9:00 – 11:00 a.m.
Capitol Room
Sierra Health Foundation

Meeting Notes

<table>
<thead>
<tr>
<th>Communications Workgroup Attendees Present:</th>
<th>Excused absences:</th>
<th>Absent:</th>
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<tr>
<td>1. Harry Block</td>
<td>1. Fatima Malik</td>
<td>3. Alex Tyannikov</td>
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<td>3. Robert Grant (co-chair)</td>
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<td>5. Toni Colley-Perry</td>
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<td>5. Stephanie Landrum</td>
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<td>7. Samantha Mott</td>
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<td>6. Twlia Laster</td>
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<td>8. Toni Tirapeli</td>
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<td>7. Casie Parrish (Vice Chair)</td>
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<td>9. Brenda Ruiz</td>
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<td>8. Katy Pasini</td>
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<td>10. Maichew Chao</td>
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<td>9. Dominique Ritley (co-chair)</td>
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<td>10. Kacy Rodriquez</td>
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I. Open and Introductions – Co-Chair Robert Lee Grant, Nourishing The Kids Media
   a. Robert Grant rescinded his letter of resignation, effective immediately.
   b. Recording Secretary – Vice chair Casie Parrish, Western Clinicians Network

II. Approval of Minutes – April 1, 2013 meeting
   a. Motion to approve by Harry Block
   b. Motion carried. No discussion.

III. Election of new Co-Chairs –
   a. Suggestion to have 3 co-chairs as a way to eliminate the amount workload on one person. Three co-chairs are:
      1. Beth Hassett - Administration of workgroup, responsibility for meeting minutes, E-update reports, agendas, workgroup general correspondence, primary contact with HSC Steering Committee and general Coalition membership meeting reporting.

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2. Dominique Ritley - Responsible for all policy issues, including contacts with the Policy Workgroup and the development of communications strategies and instruments to execute the workgroup responsibilities and assignments in the implementation plan.

3. Robert Grant –
   1. Work with the Communication Dept. staff at Sierra Health to execute the Media Training Conference for membership
   2. Work with the Communication Dept. staff at Sierra Health to determine the staffing needs of workgroup to execute implementation plan assignments
   3. Develop two more “HSC Outreach Meetings” in June and Sept with the Afro-American and Lao Family Community respectively.
      a. Harry Block will aid in the AA community outreach meeting.
      b. Stephanie Landrum and Mai Chao will help with the Lao community outreach meeting and Kendra Thao will assist with planning the Hmong outreach meeting. Next outreach meeting will be in the AA community in June – headed by Harry Block
         i. Recommendation to talk to Gary Simon.

4. Beth Hassett and Dominique Ritley will join the HSC Speakers Bureau as elected members of the Communications Workgroup.

*Side note of concern: Many members have rescinded their participation in the communications work group since the cancellation of the larger HSC meeting by the SHF. Robert Grant will add Beth Hassett to the Steering committee workgroup email/invite list.

IV. Reports:
   a. Standing Committees
      1. Media Group Committee
         1. Update from Susan King on the status of media training for HSC Membership - CDC supplies technical assistance, consultants for Media training – logistics still TBD
         2. Tagline = CTG collations name and tagline – CDC will provide a representative (tech assistant) to help us create our own unique tagline
            1. Robert Grant will ask Steering committee first to confirm if we’re ready for a tagline and branding campaign – what if the grant focus is changed? If it’s a yes, then Robert will relay the go ahead to Katy and Susan to contact the TA rep. from CDC to set-up a potential meeting on June 3rd
            2. Add tagline discussion and meeting with CDC tech assistant to June meeting agenda.
3. Katy Pisani will contact CDC national rep./tech. assistant person to discuss our needs in regards to creating a tagline for our HSC – make sure they are aware of our diverse community
4. Katy will provide a full list of TA available from the CDC for review at our next meeting (June).

V. E-Update – Susan King and Katy Pasini, SHF
   a. Next profile is on Deborah Oto-Kent.
   b. Recommendation to profile the two new communications work group co-chairs: Beth Hassett and Dominique Ritley
   c. All profile recommendations for the eUpdate should be sent to Katy Pasini

VI. Review of Proposed Implementation Plan - General Discussion
   a. Need an internal document that better explains the coalition member groups participation in projects
      1. Robert Philips will be creating an internal document with more detailed information regarding the individuals, organizations, nonprofits, etc. that are members of the coalition – needs to be reflective of the interests of our collaboration members
   b. The work of the communications work group is very specific as identified in the implementation plan; however, there are gaps and areas of expertise that the communications work group could take on that are not currently listed in the implementation plan; need to review and potentially revise.

VII. New Business
   a. Juneteenth (Sat. June 15th) – HSC will have a booth and advertise our HSC focus areas, e.g., smoking cessation, healthy eating/active living
   b. Suggestion to have a booth at the event; propose to the entire coalition; ask for volunteers to staff the booth, etc.
   c. Juneteenth will be located at Woodland Park
   d. Gary Simon – Multicultural Director for Sac Convention Center, is heading up the event
   e. Need to organize the information we plan to share about the HSC meeting; pamphlets, handbills (copy handbill as designed by AA women’s group – Twlia Laster)
   f. Bring sign-in sheet to the May 15th coalition meeting to staff the booth
      1. Coalition members to supply materials to hand out at the booth
      2. HSC Poster/banner
      3. Coalition members to volunteer to staff the booth
      4. Katy Pasini and Susan King to organize HSC participation in Juneteenth
   g. Robert Grant will announce our involvement in Juneteenth at the next Steering committee meeting and at the next HSC meeting on May 15th
   h. Recommendation to have materials describing HSC in multiple languages, e.g., Spanish, Hmong, Lao, Slavic, etc.

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1. Most Hmong do not read in Hmong, recommendation to have a Hmong community representative to speak in person on the HSC activities instead of written materials

i. Jinky Dollar will send a calendar of grass roots, ethnic events in the area to Robert, Beth, Stephanie and Dominique to help us organize our priorities for promoting HSC activities

j. Beth and Dominique will review the HSC implementation plan prior to our next event
   1. Four months to gear-up and prepare – 5% goals are still in place
   2. Communications work group is a supportive role, e.g., supporting efforts that help reduce smoking, diabetes, hypertension, etc.

k. Need to follow-up with Susan King on transportation logistics for community outreach meetings. What ever came of the request to identify best modes of transportation in the area for our target populations?

VIII. Next meeting – **Monday June 3, 2013**
   a. Tech assistant representative from CDC will be asked to join us in our “tagline” discussion.

IX. Adjourn 10:40 AM