



NOTES FOR FEBRUARY 2, 2017 STEERING COMMITTEE MEETING

MEETING LOCATION

Beth Israel Deaconess Hospital – Plymouth, Funkhouser Conference Room A

MEETING ATTENDEES

STEERING COMMITTEE 2. 2.17		
Marian	de la Cour	
Nancy	DeLuca	x
George	Gorgizian	x
Elizabeth	Haughn	x
Mike	Jackman	x
Siobhan	McKay	
Al	Macdonald	
Maureen	O'Rourke-King	
Jim	O'Neil	x
Judith	Reppucci	x
Deb	Schopperle	x
Susan	West	x
STAFF		
Kim	Allen	x
Mimi	MacDonald	

Tina Dwyer in attendance.

Mike Jackman called the meeting to order at 1:12 P.M.

PREVIOUS MONTH'S MINUTES

- All in attendance voted unanimously to approve January 12th minutes. Kim to post on website.

SUBCOMMITTEE UPDATES

FINANCE

- George distributed financial report and presented.
- Year To Date total: \$421,389
- Cash available: \$394,641.59
- There is a fee under the category of Technical Assistance for \$700. Kim to check in with Cindy to see what this is for/to be sure it is in the right category.

- George, Deb and Mike met to work on the budget for 2017. With Tina's help, determined what SSCPP should be anticipating over the next 2.5 fiscal years (17-19) re: DoN monies. Have two DoNs- South Shore Hospital direct and regional DoN shared with the other two CHNAs.
- Mike distributed an updated SSCPP 5-year financial prospectus and reviewed with all.
- On the health literacy initiative item, SSCPP has not spent close to what was budgeted.
- Finance committee discussed potential changes to grants. Mike reviewed.
- Three categories for grants- mini, mid-level and major.
- Currently: Mini grants \$500 - \$1,500, HL grant max \$5,000, and health compass max \$5,000. Proposing: Mini grants \$500 - \$3,500, HL max of \$10,000, Health Compass max of \$7,500 and Major grants up to \$25,000.
- Proposing two major grants per year. One is budgeted for current year as it is more than halfway through. May make major grants topic specific, perhaps one a year on behavioral health as this will be major focus of tri-CHNA and one on a different topic. SC will come to consensus on what the priority will be for these major grants.
- Also discussed hiring a grant writer to write the RFP to our stipulations for a more professional presentation for major grant application(s) and perhaps other grant applications as well.
- This is new territory for SSCPP and all expressed excitement.
- Discussion held on mini grant minimum. Motion made for "no minimum" for any of the grant levels (including mini grants).
- **All in attendance voted unanimously to accept proposed changes to grant levels with the addition of no minimum request for each level.**
- **All in attendance voted unanimously to authorize SSCPP chair to seek the services of a grant writer to develop a new RFP.**
- Mike is looking for suggestions for grant writers.
- Increased grant levels effective today for mini, health literacy and health compass. Kim to update grant applications, send to steering committee and post on funding page of website. Will also revise grant flyer for promotion. Major grants will likely be posted in 2018.
- Discussed sending out a press release on new grant levels and Mike will announce at general meeting.
- Tina shared that Brockton and Blue Hills CHNAs are having similar conversations regarding increasing/revising grant levels.
- George reminded all of his idea to add grant information to SSCPP business cards for steering committee to share. Will work to get more cards ordered.
- Discussed South Shore Health Compass. Are in last year of three year contract. Tina to check to see if using a calendar or fiscal year. This means all three CHNAs need to decide if they want to keep going with compass or not. Costs \$20,000 for the 3 CHNAs per year.
- Tina shared her and Alan had a conference call with HCI compass team recently. Data on compass is the same data pulled from MassCHIP. Paying to have data manipulated.
- Liz comments she found the compass hard to use/navigate.
- Compass was also a way to unite the 3 CHNAs. Nancy would be interested in what the other two CHNAs are thinking. Tina reports all 3 CHNAs are thinking about it. Need feedback from other 2 CHNAs, our CHNA, and HCI. Also need data on who is using the site.
- Jim comments compass is more than data as it allows person to apply in a way that matches promising practices.
- SSCPP has had 2 compass grants funded, and one of these promising practices had to be added to the compass.
- There are also other lists of best practices SSCPP can access for a health compass grant i.e. SAMHSA, HHSI, maybe NAMI, and Interface.

- Will get usage reports from HCI and ask general membership for feedback as well as find out what other CHNAs are thinking. Tina to send data to Mike and Deb.

WEBSITE/SOCIAL MEDIA

- Kim asked website developer Lois for advice on monitoring Google Analytics for website. Lois is working on an alternative to Google Analytics. Will keep us posted.

GRANTS

- Sherriff's Department grant: sent award letter, but also asked a few follow-up questions. Mike shared the response from grant writer with all. Did alert them that they can reapply in the future if interested.
- Blue Flower Yoga mini grant: Had asked grant writer, Carole, several questions. Mike reviewed her responses.
- All discussed. One concern at January meeting was getting the yoga program to kids in need. Carole is not targeting- program open to all.
- She asked for \$1,085 total. Did not adequately describe sustainability.
- **All in attendance voted unanimously not to fund Blue Flower Yoga mini grant.** Mike to call Carole to discuss concerns as to why grant was not funded. Kim to prepare letter.
- Liz discussed program in May she is working on-stigma and normalizing mental health with comedian. Asked, if applying for an SSCPP grant, can they charge a fee to attend? There is no policy in the grants currently on charging.

HEALTH LITERACY

- Bobbi reported the health literacy video she is working on with DDS and PACTV is almost ready to go. Will screen on March 22nd at the Plymouth Library at 5:00PM. Will also have a panel. Video is 5-6 minutes and screening is open to the public.
- Bobbi and Mimi are working on a save the date. Will send to Kim to send out to general membership.
- Plain language presentation: Mimi talked to Margaret Collete from BID. This could be a general meeting presentation or a separate presentation. March SSCPP topic is barriers to health literacy. Wondered if the presentation would fit in. Judith asked if could get CEU credits and offer to clinicians to expand to community at large and people who will be putting into practice. Jim has contacts he could discuss CEU details with. Will ask Mimi to see if she already has approval.
- Jim has heard from clinicians who are not familiar with the term "health literacy" and better understand something more like "clear communications".
- At HL sub-committee meeting, also discussed community health workers and their role in connecting health info to general public. Mimi is working with the Community Health Workers Association to do a survey of this region to see how many health workers are in southeast MA. Are developing a methodology and will be rolling out in next month.

MEMBERSHIP

- Tina sent Kim her bio for the steering committee. Kim to send out to general membership with meeting notice. Tina will be voted at general meeting.

INTERCHNA

- Tri-CHNA DoN monies will not be coming until 2018. Will still be a large portion coming to this regional area.

- Tina has a meeting with Ben Woods from DPH to be sure current distribution plan makes sense to and aligns with what DPH is thinking.
- Mike can send around report latest tri-CHNA report.

GENERAL MEETING PLANS

- February- Speaker from BID no longer with hospital and unable to present.
- Discussed other ideas: report back on world café? Sherriff's department to discuss programming and resources available to community? George to see if publicist available to present, if not, he can present.
- Sherriff's Department has an amphitheater that sits around 55 people.
- Jim to present on mini grant outcomes. Mike to mention white ribbon campaign.
- March panel: Barriers to health literacy. Judith to ask Angela Harrington from BID Plymouth if available. Sherriff's Department could also join panel. Would either be George, his boss, or an additional staff member. Vast majority of inmates are in for maximum of 2.5 years and need to be reincorporated into community once released. Most are only at a 4th grade reading level.
Potential panelists- Angela/BID, Sheriff's Department, Arc of Greater Plymouth, Cardinal Cushing.
- April- Caregiver's burden. Maureen and Mike working on.
- May- Mental Health Panel. Liz is working on. Potential panelists: PIN, NAMI, DMH, etc.
- Mental health first aiding training on March 3rd- will be hosted at Sherriff's Department. Mike and George working on. Will cost \$150 – 200 dollars and is split between three CHNAs. Sign up is already full- booked within 36 hours. Are working to plan an additional training for April in Hingham. Have started a wait list.
- Other programs- Liz's grant May mental health event. Will apply in March.

PROMOTION/MARKETING

- Mike reviewed: Had talked at January meeting about the website, publicizing grants, which social media is most effective, and bringing in a marketing specialist or an intern.
- Deb offered to put together a press release on grants. Judith suggests we put together a boiler plate and get general meeting notices out to OCM bulletin board. Currently, we have a working press release template in place.
- Could consider sending out releases on meetings, grants awarded, grant availability, events (i.e. Arc & DDS video, May mental health event, etc.).
- Deb suggested using *Old Colony Memorial* and *Wicked Local*. OCM covers every town in our catchment area.
- Different platforms discussed: print media, social marketing, public access TV, Chamber of Commerce, Assisted Living facilities, Healthy Plymouth/BID, Youth Health Connection.
- Need to be mindful of audience, FB and bulletin board posts get different audiences.
- Judith suggests coming up with an SSCPP marketing plan. Jim suggests creating a marketing subcommittee group.
- When it comes to press releases, need to determine a schedule. Deb has deadlines. SSCPP will work on a plan/routine to follow regularly.
- Could create a template for PACTV that says when meetings take place and send out each month.
- Liz has a contact at OCM – Emily Clarke. Perhaps they could put together an article on SSCPP.

Opened floor for announcements.

Adjourned at 3:05PM.

Respectfully submitted by Kimberly Allen
SSCPP Coordinator
United Way of Greater Plymouth County
934 West Chestnut Street
Brockton, MA 02301
kallen@uwgpc.org