



STEERING COMMITTEE NOTES FOR JANUARY 3, 2019

MEETING LOCATION

Beth Israel Deaconess Hospital, Funkhouser A Conference Room, Plymouth MA

MEETING ATTENDEES

STEERING COMMITTEE 1.3.19		
Kathleen	Considine	x
Marian	de la Cour	
Nancy	DeLuca	x
Maureen	Doherty	x
Tina	Dwyer	x
George	Gorgizian	x
Elizabeth	Haughn	x
Mike	Jackman	
Siobhan	McKay	x
Jim	O'Neil	x
Deb	Schopperle	x
Susan	West	x
STAFF		
Kim	Allen	x

Deb Schopperle, Vice Chair, called the meeting to order at 1:04pm.

PREVIOUS MONTH'S MINUTES

- All in attendance voted unanimously to approve December minutes. Kim to post on website.

FINANCE COMMITTEE

- George shared report. Noted a few omissions on report- need to add Bethany's pay and the holiday meal expense.
- Total YTD expenses: \$49,497.05.
- Cash available: \$416,906.63
- South Shore Hospital DoN 2019-2021: first year of DoN is available- UW can invoice for \$60,000 for the year. Will invoice each January.
- All in attendance voted unanimously to approve finance report.

TECHNOLOGY – WEBSITE & FACEBOOK

- Kim shared website report. For the month of December, we had 196 users, 180 of which are new. There were 243 sessions. Kim to look into historical data- can we see numbers a year back, several years back, etc.
- Facebook: Currently have 144 “likes” on page. Our health care proxy brief video had 191 views and we reached a total of 791 folks in December.
- Maureen shared a few edits to the website: typos on general meetings page and history of CHNA page.
- SC bios could use updating. If anyone has any edits to his or her bio, please send to Kim. <http://chna23.org/members-area/steering-committee-bios/>
- Calendar- discussed adding more community events to our calendar. Need guidelines on what we post to our calendar. Deb and Mike to talk about our posting procedure.
- Tina shared that SSH recently purchased Aunt Bertha- a site with ongoing community events nation wide. Will also have social service resources in the area and will be asking CHNAs to help update the resources. We can link to AB from our website. Tina will bring more info when available- could share at a general meeting.

HEALTH LITERACY

- Committee met prior to steering committee meeting.
- Talked about having more of a youth focus- connecting with the schools more. Bethany has been talking to Pembroke school nurses.
- Survey sent out recently- could not streamline answers, but put together a narrative of responses. Got 15 responses. May do a re-reach in the future.
- We are focusing on HL goals 2, 4 and 7- still looking for contacts.
- Tom from Plymouth Library joined today’s meeting as the newest member of sub-committee.
- Talked about maybe doing a video series- starting with our HL video and then having another film offered afterwards (screening documentaries) and a discussion- could perhaps host at library. “Intelligent Lives” film suggested.
- Bobbi is interested in offering nursing CEUs for our Better Relationships video.

GRANTS

- Received one Health Literacy grant from Plymouth Public Library- will review at our February meeting with any other winter grant submissions.

INTERCHNA

- Tina shared an update.
- TriCHNA group is now referred to as the South Shore Community Behavioral Health Initiative (trustees of large BH grant). Committee has a rep. from each CHNA, 3 reps from SSH, a BH specialist and an emergency specialist.

- There are 2 grants worth almost \$1 million each over 5 years being offered. Open to anyone in our 34 towns. Hoping to get letter of intent out very soon.
- Grant review committee- working to put together. Want 2 people to be outside of 34 towns. Siobhan may have a contact from Newton.
- Performance based contract. Trustees will ask for metrics quarterly.
- Requirements- must be a nonprofit as lead, has to be in BH realm, and has to impact some social determinant. Majority of grant must be in the 34 town area.
- Tina talked to Ben Wood at DPH and he gave the green light.
- We hope this grants will draw more people in to learn and join CHNAs.
- SSH will promote widely and we will put a link to the grants on our site. All grant submissions are going to Tina's admin.

GENERAL MEETING PLANS

2018-19 meetings—

- JAN – LGBT Health: Coordinated by Nancy and all set. All panelists are OK with being filmed.
- Mini grants: Kathleen and Barbara to present on NAMI grant in March- Malissa Kenney to present in February on the Healthy Plymouth/Terra Cura grant.
- Tina will share grant electronically. George offered to share overview of grant at our meeting.
- FEB – ACO's. Tina has Adrienne Gerlach from SSH confirmed and Mike has an additional person lined up as well. Will have a 101 session.
- March- Hoarding/Housing- likely related to OCES grant.
- April – Loneliness – Post Partum Depression. Sue can work on.

PROMOTION/MARKETING

Google AdWords

- Deb provided an update. She was able to talk them down to \$1,950/month for a one year with a contract of about \$24,000/year.
- Need to be sure the words we choose coincide with our site content. Will need to work on this prior to us starting. Should look at other CHNA websites and see what we can borrow.
- Deb will send all the words we brainstormed and we can look into which we'd like to use.
- Nancy and Jim volunteered to Google some of the words we are thinking of and see what comes up for the first 3-5 hits.
- All in attendance voted unanimously to pay up to \$1,950/month for Google AdWords.

SSCPP Old Colony Memorial Article

- Article recently published featuring our Better Relationships video. Mike was interviewed.
- Link: <http://plymouth.wickedlocal.com/news/20181224/sscpp-helping-communications-with-developmentally-challenged-persons>
- Will archive on our website.

NEW BUSINESS

Kim mentioned tri-CHNA event hosted by Brockton CHNA on February 19th at South Shore Health in Rockland. Was sent out to our members. The topic is Adverse Childhood Experiences (ACEs) with HOPE featuring Dr. Bob Sege from Tufts. More info: www.tinyurl.com/GBHAHOPE

Adjourned at 2:03PM.

Respectfully submitted by Kimberly Allen, SSCPP Coordinator