



## STEERING COMMITTEE NOTES FOR FEBRUARY 7, 2019

### MEETING LOCATION

Beth Israel Deaconess Hospital, Funkhouser Admin 2 Meeting Room, Plymouth MA

### MEETING ATTENDEES

STEERING COMMITTEE 2.7.19		
Kathleen	Considine	x
Marian	de la Cour	
Nancy	DeLuca	x
Maureen	Doherty	x
Tina	Dwyer	x
George	Gorgizian	x
Elizabeth	Haughn	x
Mike	Jackman	x
Siobhan	McKay	x
Jim	O'Neil	x
Deb	Schopperle	x
Susan	West	x
STAFF		
Kim	Allen	x

Mike Jackman, Chair, called the meeting to order at 1:20pm. He shared with all that the YETI tumblers for SSCPP guest speakers were in.

### PREVIOUS MONTH'S MINUTES

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

### FINANCE COMMITTEE

- George did not have an update as Cindy was not in to send the report. Kim to get the report and send out to steering committee.
- Tina reported South Shore Health has been invoiced for and paid for the first DoN of \$60,000.

## TECHNOLOGY- WEBSITE & FACEBOOK

- Kim shared an update. Currently have 146 fans on Facebook. Shared a comparison website report for 1/1/19 – 2/4/19 vs 1/1/18 – 2/4/18. We have seen a significant increase in traffic to our site over the last year.
- We might want to update our cover photo on our Facebook page as it is a bit dated. Perhaps an updated photo of steering committee at work.
- Filming of recent meetings- all discussed value. Kim has uploaded one recording to our Youtube channel. Will plan to add videos to our website with general meeting presentations.
- Videos are long as they capture large portions of our meetings- discussed idea of shorter 3 minute videos or previews.
- Discussed continuing filming meetings and hiring someone to help. Mike to call Plymouth North High School to see if any students are available. Other ideas- Curry/Quincy College or PACTV.

## HEALTH LITERACY

- Those in attendance provided a recap. Very full meeting. Tom from the Plymouth Library has joined the HL committee.
- Bethany will be attending a plain language training on March 28<sup>th</sup> and 29<sup>th</sup>. Mike to share info if anyone else would like to attend.
- HL Awards- Will hold on June 6<sup>th</sup> with a breakfast at the Plymouth Library. Will announce in February, call for nominations in March. Nominations to be due in April and steering committee to vote in May. Will send out a save the date.
- Kathleen shared idea of having SSCPP present at Pinehills. She will to look into this untapped resource.
- Bethany is working on a list of HL events including HL awards and our accomplishments.
- Bethany also working on a HL newsletter- send Bethany any potential articles to include.
- Jim is working on a pharmacy/drug newsletter and would welcome any articles related to this.

## GRANTS

### Old Colony Y (HL Grant)

- Grant would bring a mental health counselor to support Camp Clark in Plymouth.
- All agreed that it sounds like a great program. Will partner with Plymouth Schools support services year round.
- Questions on sustainability and measurement.
- All in attendance voted unanimously to approve grant at full request.

### Plymouth Extension (Mini Grant)

- Physicians forum related to tick education. Goal is to educate- program is federally funded for Plymouth County.
- Questions: How will doctors be invited? CMEs will help get the docs there but they are not easy to get. How does it improve access to care?

- Tina has spoken to grant writer and helped him get some regular presentation in Middleboro. Suggested he reach out to the Redbrook community.
- SSCPP could help Blake with leads. Maybe he could network with CHNA members.
- Mike to send a letter stating that based on the material submitted, we cannot fund. We'd be interested in working with Plymouth County Extension to disseminate tick borne info more widely and would be interested in a presentation. All in attendance are okay with this action.

### **Plymouth Public Library (Health Literacy Grant)**

- Grant is to develop a consumer health resource center in library. Will also do a speaker series and go out to community groups to talk about this resource center. Tom has a master's in library sciences. Will have a focus on HL within the larger health sector.
- SSCPP would be funding books on consumer health series, guests speakers, and marketing and outreach materials.
- Received a separate grant from National Library of Medicine Technology for chrome books. Good for sustainability. Hoping to replicate in other towns.
- Jim recused himself from vote. Remaining members noted unanimously to approve grant at full request.

### **INTERCHNA**

- Tina provided an update.
- South Shore Community Health Initiative is the new name of group. Large BH grant is out and have received a lot of good publicity. Last day for letter of intent is 2/8 and have already received 10 letters as of time of meeting. CHNAs are helping with promotion. Grants are due March 8th. Will announce in mid-April for funding to begin in July.
- Are in need of additional grant reviewers. Please send any contacts to Tina. Maureen offered a possible reviewer.

### **GENERAL MEETING PLANS**

- FEB: ACOs. We are all set. Mike has coordinated with our two speakers, Adrienne and Maddie. Both will have slides to share. Will also have a grant presentation from Healthy Plymouth and Terra Cura.  
Adrienne heads up ACOs at SSH and Maddie works for the Massachusetts Public Health Association. Mike spoke to them, presentation will be pretty extensive.
- MARCH: Hoarding/Housing  
Funded a grant on hoarding at OCES- could they present? Will reach out. Other ideas- INTERFACE at Williams James College? Scituate Hoarding Response Team?
- April – Loneliness/Isolation /Post Partum Depression  
Sue may not be able to attend meeting but will talk to Deb I. and see if she is available to present on post-partum depression. Kathleen will also check her resources.  
Group not sure loneliness/isolation is related to post partum depression. May need to have two separate meetings on the topics.
- MAY: SC elections and Annual Meeting. Maureen King had lined up a speaker for May. Will look into this.



- Mini grants outcome reports: Theresa from To the Moon and Back needs to be scheduled. Mike to see if she available for April. Kathleen and Barbara will present NAMI in May.

### PROMOTION/MARKETING

- Google Ad Words: Jim and Nancy looked at our suggested word/phrases list and did assessment to see what comes up on Google based on these different key words. Jim reviewed findings and passed around report.
- All of our suggested words on our list showed up on first page. The words are not unique to us. The average number of google citations per page was 9-10. Need to make sure the words we researched are represented on our website.
- CHNA23 had a strong representation on the first page. Our terms are very generic. Might need to be more specific with our ad words?
- Deb to talk to Sarah and report back. What happens if we use a word for ad words that is not on our website? Is it a waste?
- Could we use a Wordle to see how often a word shows up on our website?

### NEW BUSINESS

- Tina shared an update on Aunt Bertha, a new South Shore Health Community Resource. Portal will be open and ready in next few weeks. Site is open to whole community- doesn't cost anything for an agency to be listed as a resource. Site will be maintained. Tina to send details to Kim to share with SC and general list. Link: <http://southshorehealth.org/CommunityResources>
- Bethany's MOU was updated as it was originally written to end on 12/31/18. Mike to send updated MOU to Dennis at United Way to review and sign.

Adjourned at 2:57pm.