



**STEERING COMMITTEE NOTES FOR SEPTEMBER 5, 2019
1:30-3:00 P.M.**

MEETING LOCATION

Funkhouser Conference Room A, Beth Israel Deaconess Hospital Plymouth

MEETING ATTENDEES

STEERING COMMITTEE 9.5.19		
Kathleen	Considine	x
Nancy	DeLuca	
Maureen	Doherty	x
Tina	Dwyer	x
George	Gorgizian	x
Elizabeth	Haughn	
Mike	Jackman	x
Siobhan	McKay	x
Jim	O'Neil	
Deb	Schopperle	x
Susan	West	x
Lauren	White	
STAFF		
Kim	Allen	x

Mike Jackman, Chair, called the meeting to order at 1:34pm. Tina introduced two guests: Allison Gillis and Karen Peterson, both new to the Community Benefits team at South Shore Health. They joined SSCPP meeting as part of their orientation.

PREVIOUS MONTH'S MINUTES: Maureen made an edit to our August minutes: she did not say she would contact the Cannabis Control Commission. All in attendance approved August retreat minutes with this amendment.

FINANCE COMMITTEE

- George shared finance report. Reviewed expenses in last month- had costs for Bethany and John Carver Inn. We did receive the \$60,000 SSH DoN. This the first of three years.
- Mike to put together check request for SSCAC grant and send to Cindy.
Cash available: \$398,393.86.
- All in attendance unanimously approved finance report.

WEBSITE & FACEBOOK

- Deb provided an update on Google Adwords. Our campaign began on 2/22/19. Overall click through rate is 2.11%. This is very high for our industry. Discussed our branding campaign. Our name is the highest click through rate. This shows us that we need to focus on awareness. Users were interested, but often did not know to search for us by name. We had 16 conversions since the start of the campaign. Many visitors went to the Contact Us page- they want to learn more about us. Grants page has a 91.6% “impression rate”.
- Costs per click went down in July (because it is summer).
- Adwords seems to be working well for us overall. Need to change our keywords.
- Has a conversation on our name “South Shore Community Partners in Prevention/SSCPP”. Concerns: Name does not have the word “health” in it. Are we “preventing”? Do we need keywords under our name such as “health literacy”? and/or our core goals
- Discussed redoing our website. Want to organize better. Site is not mobile friendly.
- Three major sections to highlight on site in big boxes- grants, HL, and calendar?
- Kim created flyer promoting our calendar and CEU sections and will bring to our general meeting.
- Would be helpful to have a website subcommittee and to get feedback from membership.
- Kim shared website and Facebook analytics. Current number of Facebook “likes” is 181. On website during month of August, we saw 322 page users with 399 sessions. Average time on site was 1 minute and 42 seconds. Bounce rate was 68%.
- Filming/audio recording of meetings
Tom from Plymouth Library shared Mevo which he uses to film video and record audio. Did not work in Funkhouser as it needs a wifi connection. Bethany and Mike to go over to library for a demo. Device costs \$200-300.
- Bethany made a video with Pembroke Nurses & founder of PTAD. Short videos are helpful for social media- 1 minute or so. Maybe we could create a shorter version of this for Facebook.

HEALTH LITERACY

- Newsletter/other updates
Committee met prior to today’s steering committee meeting. Mike shared updates. Bethany is working on next newsletter. Will be doing some work with adult literacy program at Plymouth Library. Have some great opportunities for us to be involved: conversation group on Monday nights, opportunities for guest speakers at weekly classes.
- Plymouth Public Library Health Fair – Sept. 28th
Library is hosting its first community health and wellness fair. We will have an SSCPP table from 10:30am to 2 pm if anyone from steering committee would like to join us/sit at our table. BID is offering flu shots at the event. George is getting an SSCPP table skirt made up.
- Will take some info from SSCPP resource table and set up at our table. Bethany will send out a sign up to sit at our table.

GRANTS

- **Happy Heart follow-up**
Mike asked grant writer questions and reviewed her response. Steering committee can



reference e-mail Mike shared. Grant writer works at Nathaniel Morton as a part-time educator. Plans to expand to other schools as well.

- She will be offering 3 programs with Plymouth Public Schools and is working to build connections. Not ready to be a nonprofit. Need funding to get things off the ground.
- A lot of grant is office supplies and startup costs for her business. Questions remaining- Is grant writer being paid for the programs she's doing? How did she receive her qualifications? Is program sustainable? Would be good to get someone else to help her/grow her program. Need to build capacity- is there a group she could collaborate with?
- Will not fund grant as currently presented. Mike will reach out to alert grant writer. Could invite her to attend our meetings and offer ways she may improve a future application.
- **Community food packaging grant**- received for our October 15th deadline, but is time sensitive. SSH and BID have been approached to help as well. Will consider in October or hold an electronic vote. Kim to send out grant application again.
- **BH grant – update**
Are anticipating a submission from Pembroke Titans Against Drugs. PTAD asked a question as they are also working with Interface and having trouble getting financials. We changed language on our grant to read: “Most Recent Audited Financial Statements for the Applicant. Audited Financial Statements from Collaborating Partner(s) Organization(s) may be required if submitted grant is given preliminary approval.”
- Mike reviewed Survey Monkey BH grant response- those who responded to survey expressed interest in a bidders conference.
- Grant reviewers: Maureen shared an update on Danika's e-mail: dcastle@bedfordma.gov.

MEMBERSHIP

- SSCPP Yeti update/drawing: Yeti Facebook winner from our summer contest was pulled by Allison. Winner is Caroline Duseau! She lives in RI and is a college student. Kim to contact Caroline on Facebook.
- Mike has ordered new Yetis for this year.

INTERCHNA

- Tina provided an update.
- SSH just got first disbursement of money out for grant. Will do first presentation in Jan/Feb. to interCHNA team. PCO has a meeting at BSU on 9/26- Mike plans to attend. Would love to have them come talk to our group.

GENERAL MEETING PLANS

- Meeting locations/dates for 2019-2020 are in August minutes
- SC meeting locations will rotate. Most general meetings will be at BID Plymouth in the Medical Office Building. October meeting is in BID's Media Conference Room. May need to move to a different space for October- media room is very small.
- Siobhan offered her office – will check on to see if open for Oct. 16th.
October meeting- “Defining Behavioral Health” want to be sure Sarah Cloud feels comfortable and working on a panel. Will have Sarah and Kelly

Macomber. Mike to look for 3rd person, perhaps Jon Mattleman. Jon works on family counseling.

- **November**- Deb confirmed Deborah Dolaway, Director of Cranberry Hospice and Palliative Care.

- **September** – Navigating SSCPP

Agenda: New Agenda to share outcomes report.

OCES will be in audience to share their experience and will have Plymouth BH folks in to share. Will get their feedback and talk about grants we've funded - capacity, sustainability.

Kim will project our website on screen and share an overview. Specifically, will highlight how to get to our grants, CEUS, and Calendar. Will ask folks to send us feedback on site.

Adjourned at 2:59PM.