



Steering Committee Meeting October 1, 2020 1:00 – 3:00pm

MEETING LOCATION

Conducted via Zoom.

MEETING ATTENDEES

STEERING COMMITTEE 10.1.20		
Vicky	Butler	X
Kathleen	Considine	X
Nancy	DeLuca	
Maureen	Doherty	X
Tina	Dwyer	X
George	Gorgizian	X
Elizabeth	Haughn	
Mike	Jackman	X
Siobhan	McKay	X
Deb	Schopperle	X
Susan	West	X
STAFF		
Kim	Allen	X

Mike, SSCPP Chair called the meeting to order at 1:09 pm.

PREVIOUS MONTH'S MINUTES

All in attendance voted unanimously to approve minutes from September meeting.

FINANCE REPORT

- George had not received report ahead of meeting. Cindy from United Way will send over for folks to review after the meeting.

TECHNOLOGY/ GOOGLE ADWORDS

- Currently running Yeti giveaway contest on Facebook asking folks to take a look at our health literacy glossary and identify terms to add. Encouraged all to share.
- Kim shared an analytics report for our website. Last month we saw 326 users and 305 were new. Average time spent on site was 1 minute and 6 seconds. Bounce rate 76%. Top page visited was our grants page.

- Deb sent around the latest Google Adwords report. Deb and Mike need to schedule a meeting with Google AdWords as they want to share potential additional services. Any services will add to the cost. Will bring back to the steering committee if Deb and Mike feel it would be beneficial to expand our services.

HEALTH LITERACY

- Subcommittee met prior to steering committee meeting. October is Health Literacy month.
- Bethany is planning a virtual health fair on Friday Oct. 30th from 11am – 1 pm as part of our HL month activities. She has 8 groups already interested in taking part and a great list of presenters together. Tom is going to do a Medline presentation.
- Committee discussed best format for virtual fair. May want to have PSAs play between presenters or a virtual resource library using our website. Deb suggested a raffle perhaps for registrants. Mike to talk about this to Bethany.
- Also had a new member attend today's meeting- Thais Jardim from Harbor Health. Has been part of Plymouth HEAL coalition. Great to have a new person.
- Will be sending out a new HL newsletter this month. Are still looking for videos. Perhaps we can record our event and use videos in subsequent newsletters.
- Health Literacy Awards: Had initially moved the event to this fall but cannot do as planned. Question posed if we could host virtually. Steering committee could nominate a winner and announce at the health fair. Will think about this. Gary Maestas was suggested as a potential awardee.

Behavioral Health Grant

- Kim reports no submissions have been received as of meeting date.
- Held a bidder's conference with Kate. It went well and we had about 5 folks in attendance.
- Grant reviewers confirmed: Casey Seaman, Vaira Harik, and Linda Gabruk. Maureen will follow-up with Danika.
- Kim asked if anyone from SC wanted to read. Tina volunteered Alison Gillis from South Shore Health and she agreed to serve as a reviewer.

Mini Grants

- Received a food packing grant from Jeff Stone. Will review next month.

MEMBERSHIP

- Kathleen has recruited a new member- Tyra Jackson. Tyra is a social worker at DMH, Plymouth Site.

INTERCHNA

- Tina shared a brief update. Next meeting is in January. South Shore Health is writing some grants. Getting ready for the Community Health Needs Assessment 2021 and hope that we can have tri-CHNA be a part of this.

MEETING PLANNING

- October 14th— Donna White will be our main speaker on the topic of Parental Stress as schools are re-opening specifically during COVID-19. Will also have Chris present a mini grants outcome report from the Plymouth Paces GAP Program.



- November- Topic: End of life planning. Tina has secured a speaker for this date and will follow-up. Kim is working with Bridgewater State University for a potential mini grant presentation.
- December- Mike shared ideas generated at last meeting. Mike can reach out to someone about nursing homes and isolation. This topic makes sense as we could be looking at a second spike.
Other ideas: Minority Health and Racial Inequity especially related to COVID-19. Tina will ask Ben Asfaw if he is available for December or January.

ANNOUNCEMENTS/WRAP-UP

Opened for announcements.

Adjourned at 1:46 pm.