



**Steering Committee Meeting  
December 3, 2020 1:00 – 3:00pm**

**MEETING LOCATION**

Conducted via Zoom.

**MEETING ATTENDEES**

| <b>STEERING COMMITTEE 12.3.20</b> |            |   |
|-----------------------------------|------------|---|
| Vicky                             | Butler     |   |
| Kathleen                          | Considine  | X |
| Nancy                             | DeLuca     | X |
| Maureen                           | Doherty    | X |
| Tina                              | Dwyer      |   |
| George                            | Gorgizian  |   |
| Elizabeth                         | Haughn     | X |
| Mike                              | Jackman    | X |
| Siobhan                           | McKay      | X |
| Tyra                              | Jackson    | X |
| Deb                               | Schopperle | X |
| Susan                             | West       | X |
| <b>STAFF</b>                      |            |   |
| Kim                               | Allen      | X |

Mike, SSCPP Chair called the meeting to order at 1:05pm.

**PREVIOUS MONTH'S MINUTES**

All in attendance voted unanimously to approve minutes from November meeting. Kim to post on SSCPP website.

**FINANCE REPORT**

- George not in attendance. Mike shared the report (via share screen on Zoom) and reviewed recent expenses.
- Cash available: \$209,990.35
- All in attendance voted unanimously to approve the finance report.

**TECHNOLOGY/ GOOGLE ADWORDS**

- Google Adwords: Deb and Mike shared an update. They had a meeting with Fantastical about Google advertising and its potential to bring more awareness to our CHNA. Deb & Mike did not feel like was the right avenue for us. Would be beneficial but we should be

using the majority of our monies for the community in line with our mission. Getting money out to community also brings new members to our group. Recommend staying where we are with current Google Adwords package.

- Kim shared an update on Facebook and our website. Current Facebook page likes: 213. Over last month we reached 62 people. Kim and Bethany met and have put together a video library on our website compiled from the presentations at our Health Literacy virtual fair. Are sharing these videos as a series on social media. Liz noted that she did not see NAMI's video on the website. *Update after meeting: Kim has corrected this error and it is now posted:* <https://chna23.org/resources/>
- Website analytics report: Our funding page was the most popular page visited last month. We saw 673 page views and 258 new users on the site with a total of 322 sessions. Average session duration was 1 minute 16 seconds with an average of 2 pages visited. Bounce rate 71%.
- All agree that it makes sense to feature videos. Good way to inspire more visitors.
- For next month, Kim will look at report on number of views and page visits to the video library resource page on our website.

## HEALTH LITERACY

- Mike and members of the HL committee shared a brief update on subcommittee meeting. Talked more about the Hedge school. They have many needs including: testing for COVID, transportation, folks unable to isolate in homes due to living circumstances, accessing health information in an understandable way from trusted sources, and income. Liz and Bethany talked about connecting Harbor Health with Hedge School as a resource.
- Taking People Places (TPP) initiative: The schools are not a part of this initiative that SSCPP has provided funding to, but folks in community may be able to access through connected agencies. Recently changed their name from "Transportation Pilot Initiative" to "Taking People Places".
- Wondered if Plymouth will be part of Stop the Spread initiative. Will reach out to town of Plymouth (Karen Keane) about COVID ambassadors and outreach.

## GRANTS

### Behavioral Health Grants

- Received a total of three submissions from Shore Peer Recovery, Gosnold, and Plymouth Schools (Interface). SSCPP is limited to funding two of three grants. Received and shared scoring from our three reviewers. Steering committee reviewed each grant in the order they were received.
- **GOSNOLD:** The main purpose of the grant is to allow Gosnold to continue their program in the Emergency Department at BID Plymouth called "ER Navigations". The program is for substance dependent patients admitted to ER. Grant application has a lot of great data and demographics on previous patients served. Will benefit a lot of towns. Have been running program for awhile; it was grant funded previously but grant ended. Two folks serving in this navigation role (at least previously). SSCPP grant of \$25,000 will not cover the whole program. Folks are referred wherever there is an open bed and are offered choice.
- Opened for thoughts & questions. Program is an overlap with Plymouth County Outreach's work. The grant is for ER portion- the "interventionist".
- Issue was raised about SSCPP grant not funding existing staff. They make it clear they are providing now as an unfunded program.

- VOTE: Deb recused herself from vote. Remaining members vote unanimously to approve the grant.
- **PLYMOUTH SCHOOLS/INTERFACE:** Request is a continuation of grant SSCPP has already funded (which is in its last year). Asking for \$20,000 each year for 3 years for FY 22, 23 and 24 (would end in June of 2024). SSCPP wants more information on how the service is promoted. Plymouth Schools has shared progress reports and usage reports with us previously (most recently this fall). Maybe the word is out there and we do not see it. Is SSCPP logo on promotions? No reference to SSCPP on William James website.
- Kathleen shared that there has been a huge increase in mental health conditions and need for assistance during COVID. The increase in telehealth adds to this.
- Grant only serves one town- Plymouth.
- Questions: How is it promoted (including SSCPP's role) and why are they asking for \$20,000/ year (this is an increase for the \$16K/year we are currently funding) What is the cost per person? Does Interface help with insurance coverage?
- All discussed. Is there a lack of sustainability? SSCPP grant is renewable for second and third year. Grant is renewable but not guaranteed. Do not have to fund for three years.
- Next step: Mike proposed we ask about the increase from 16k to 20k and vote in January.
- VOTE: Grant tabled pending questions the following questions- What is the difference with the increase from \$16,000 to \$20,000? What are the current promotion mechanisms to get word out to new people? What is William James/Interface doing differently from private insurance and public insurance? Could they ever collaborate with tri-town? Will emphasize that funding is for one year and renewable for other two years. Not guaranteed. Mike to send questions to Sean.
- **SOUTH SHORE PEER RECOVERY:** Grant is to cover the costs of a peer specialist leader to assist 18- 20 others working on substance use. Peer specialists have lived experience. Not a lot of discussion about engaging with people who need the services (how?).
- Kathleen shared that "peer specialist" title implies credentials with a lot of training and costs.
- ASPIRE is listed as a supporter/partner at no cost. However, budget asks for \$5k for ASPIRE (not clear on what this is for).
- Supervising 18 – 20 individuals is a lot for one person.
- Not clear which towns will be covered- where are they doing this work? Are based out of Scituate.
- How are they serving so many with a small staff? They are very new – opened just a year or two ago.
- VOTE: All in attendance vote to not fund this initiative as presented. Idea suggested for them to apply for a smaller grant and/or partner with other organizations on a smaller grant.
- Notifications- Mike will work on denial letter. Kim to work on notification to Gosnold.

**Grant Extension Requests:** Mike will draft note to send to Kim for grantees regarding extensions due to pandemic. Kim shared she has been in contact with majority of the grantees.

## MEMBERSHIP

- Congrats to Tyra! She was officially voted as our newest steering committee member by the general membership at our November meeting.

## INTERCHNA

- Tina not in attendance. No report.

## MEETING PLANNING

- December: Topic is “Gratitude/Holiday Giving Efforts” We will have a mini grant report by Jen Cantwell of Marshfield FACTS.
- Jeff Stone and Matthew Martin will talk about the meal packaging project SSCPP funded. Mike also reached out to Sue Giovanetti, CEO of the Plymouth Area Coalition for The Homeless and she is also available to share a report. Want to tie theme into coping with pandemic.
- Mike shared article on the grateful brain:  
<https://www.psychologytoday.com/us/blog/prefrontal-nudity/201211/the-grateful-brain>
- Will also invite folks to talk about things they are grateful for. Liz can help look into this and shared about Peace Love Studios in RI.
- January: Benjamin Asfaw, VP, South Shore Hospital  
Report by Family Center (Kati) on Resiliency library
- February: Brainstormed ideas- vaccines, long term effects from COVID. Send ideas to Mike for future meetings.

## ANNOUNCEMENTS/ NEW BUSINESS

Opened for announcements.

Adjourned at 2:44 pm.