



South Shore Community Partners in Prevention

Steering Committee Meeting February 4, 2021 1:00 – 2:30pm

MEETING LOCATION

Conducted via Zoom.

MEETING ATTENDEES

STEERING COMMITTEE 2.4.21		
Vicky	Butler	X
Kathleen	Considine	X
Nancy	DeLuca	X
Maureen	Doherty	X
Tina	Dwyer	X
George	Gorgizian	
Elizabeth	Haughn	X
Mike	Jackman	X
Siobhan	McKay	X
Tyra	Jackson	X
Deb	Schopperle	X
Susan	West	X
STAFF		
Kim	Scotland	X

Mike, SSCPP Chair called the meeting to order at 1:04 pm.

PREVIOUS MONTH'S MINUTES

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

FINANCE REPORT

- George not in attendance. Mike shared report and reviewed recent expenses.
- Current cash available: \$167,685.91
- Tina requested that United Way invoice South Shore Health for the Year 3 DoN \$60,000 payment. Kim to alert Cindy.
- All in attendance voted unanimously to approve the finance report.

TECHNOLOGY/ GOOGLE ADWORDS

- Kim shared an update on Facebook and our website.
- Facebook page likes: 216 and current followers: 264. Over last month we reached 49 people. Finished health literacy event video series and included engagement on our posts in report sent around prior to meeting. We reached 20-30 folks per video post. The resource

page on our site has been accessed 16 times in last month (where the videos are hosted and linked on the Facebook post). Vicky shared a great list of community town FB pages to join to raise awareness of SSCPP. Kim to share list with Mike (FB page admin) to join the groups and then Kim should be able to post on them.

- Facebook cover photo: Maureen suggested we update the photo of our steering committee on our Facebook page as the current photo is dated. Will plan to take a screen shot of the steering committee for this purpose at our March meeting.
- Website: reached 234 people last month (227 were new). Total pages views: 570. Bounce rate slightly down at 69%. Most viewed page was our funding page.
- Google AdWords: Deb sent out our latest Fantastical report. December click through rate was down as were our conversions. Deb asked for an FY20 overview (below) so we could see patterns vs. last year to be sure we are on an upward trajectory for FY21.

SSCPP Campaign Performance 2020 YTD vs. 2019 YTD:



Impressions are down 21% year over year for the reporting period, however, conversions increased by 1176%. We also see an increase in the click-thru-rate by 63% and 30% more clicks.

- Will be moving all analytics from Google AdWords to a company called “Red Hat”. There will be no change in fee.

HEALTH LITERACY

- Mike and members of the HL committee shared a brief update on subcommittee meeting.
- Bethany will reach out to Kim to get more resources in other languages on our website.
- We do have the Aunt Bertha/South Shore Health Resource Directory search bar on our website. Tina shared Alison or Karen at SSH can share more about Aunt Bertha with Bethany if helpful.
- Bethany working to connect with different churches and faith-based orgs.
- Talked a lot about vaccine information (or lack of info). Discussed obstacles with making appointments and what the future may look like, including vaccine reluctance.
- Talked about SSCPP hosting some virtual events potentially about vaccines in future. Need a point of contact to get the word out on how people reach out and access the vaccine. Tina said SSH has a few contacts that could help and suggested Dr. Wildes and Dr. Ellerin. SSCPP will market meeting as a way to get your questions answered. Lack of education, understanding and fear is being seen frequently by all members.



- Discussed logistics. Event could be held during a general meeting or at a different time as an open forum for the public. Will record the session. Idea suggested of putting out a poll to ask for questions to be asked during segment. All to brainstorm a catchy title for event.
- Next steps: Tina will see if the two doctors are available and if so, will connect them with Deb & Mike.

GRANTS

Behavioral Health Grants

Outstanding: Plymouth Schools Interface BH Grant

- SSCPP is currently funding Interface through June 30th. Mike reached out to Kelly and Sean (Plymouth Schools) to join us on our March 4th meeting to answer SSCPP steering committee questions. They will see if someone from Interface can join us well. Mike asked Kelly to bring Interface data graphs she shared at recent PYDC Meeting (particularly showing COVID data) per Vicky's suggestion.

Extensions for 2020 BH Grants: Old Colony YMCA and BID Plymouth (HUB Grant)

- Time period is calendar year. Both grants have just finished their first year of funding and are eligible for year two as of January 2021. Kim sent around the progress reports submitted over the fall from both grants.
- **YMCA:** Mike talked to Derek at the Y. The grant is for their Camper Support Program. In 2021 they want to repeat what they did in 2020. Their plans for 2021 depend on how summer camp looks but do anticipate more kids per week than last year with the same number of clinicians. Hope to have these clinicians on board by March/April. Planning to start camp on June 17th (pending COVID). Also offer a lot of wraparound services for the kids including meals. Even with COVID restrictions, they are able to serve a lot of kids in 2020.
- Opened for discussion to extend YMCA grant for 2021.
- VOTE: All in attendance voted unanimously to approve grant for Year Two of funding.
- **BID Plymouth HUB Grant:** Progress report shared was impressive. They had planned to hold a conference in 2021 but it is delayed due to COVID. Kathleen shared they are holding a training in February and Vicky shared there is a quarterly meeting coming up.
- Opened for thoughts. Great program with a lot of collaboration. The Plymouth HUB has seen a lot of referrals recently.
- VOTE: All in attendance voted unanimously to approve grant for Year Two of funding.

Outstanding Winter Mini Grants

- **Drug Story Theater**– Group does presentations in schools. Right before pandemic, they created a video for students. Grant request is to get video close-captioned in Spanish and Portuguese. DST is an evidence based program that has worked. Has a health literacy component. Mike recused himself from vote. Remaining members voted unanimously to approve grant at full request.
- **South Shore Resource & Advocacy** – Seeking funding for domestic violence services for approximately 30 women and children. Will include food, shelter, and necessities. Looking for contribution for SSCPP to help with larger program costs. All felt is it important to support

this work. Service area covers a lot of our CHNA communities. All in attendance vote to approve grant at full request.

- **Norwell VNA (Health Literacy Grant)** - looking to expand telehealth services at the VNA and want to buy tablets to distribute to patients for telehealth. Nurses are in and out of homes but cannot go everyday so telehealth helps with daily contact. Request is for \$10,000. Opened for discussion.
- Questions: How are they helping folks learn how to use tablets? Is it primarily for connection & socialization or health monitoring (i.e. blood pressure etc.)? Do folks need an internet connection at home to use tablets? Do patients return tablets/can they be reused?
- The \$10,000 will purchase 25 tablets. Sue shared her experience with telehealth and a using home device in the past.
- Grant tabled until questions above are answered. Mike will reach out Norwell VNA with questions.

INTERCHNA

- Tina had to leave before this portion of meeting. Mike and Deb shared they attended a recent InterCHNA meeting the week before steering committee meeting. Updates were shared from the two large grants funded by SSH and the tri-CHNA: PARI and Bay State Community Services. Both are referral/hub models and both shared how they are adapting due to COVID-19.
- HUB group in Plymouth meets every Wednesday. Kathleen attends the meetings and shared they are well attended and worthwhile.

MEETING PLANNING

- February Meeting- Topic will be vaccines & access in our catchment area. Health agents from Kingston/Pembroke and Hanover. Mini grant outcomes report: PCO Hope Narcan & Harm Reduction Initiative. Sarah Cloud will be in to share about grant.
- Looking for ideas for topics/speakers for March and beyond. Opened for discussion.
- Working on SSH Doctor COVID-19 Info Session with Vaccine Q&A.
- March topics discussed: Boarding issue in the ER especially related to children and mental health. Liz shared a big issue is folks waiting in ED for mental health beds. Potential speaker: Commissioner Brooke Doyle. Liz to contact. Note after meeting: Commissioner confirmed to speak at March meeting!
- Tyra recommended “after effects” of COVID as a topic and planning for what’s to come (stress levels, addiction, behavioral health etc.). Ways to have the conversation to plan and be proactive. Also discussed burnout of folks working on the front lines.
- “Part 2” in April: Potential Speaker Dr. Ken Duckworth of Blue Cross/BlueShield. Ideas: What will healthcare look like later on? What will telehealth look like? Physical health? Related to theme of “how will physical health change?” Kathleen to contact Ken. Note after meeting: Ken confirmed for April meeting!
- Other ideas: Planning for post COVID/mental health & BH implications. Invite local reps in for a legislative discussion on COVID & next steps including mental health. Relate event to advocacy. The pandemic has affected everyone in one way or another. Could hold this later on- May?
- Sue’s brother is now the Director of the MA Vaccination site at Gillette Stadium. He is also the Director of the Boston Marathon. Sue’s son is the president of the group as well. Good resources for future meetings.
- Question for future meeting planning: Will we have a HL event awards ceremony in June?

ANNOUNCEMENTS/ NEW BUSINESS

All shared condolences regarding former SSCPP steering committee member, Marian De La Cour on the passing of her husband, Edmund. They have set up a Go Fund Me page for funeral and health expenses. Sue will send around Go Fund Me page.

Adjourned at 2:31pm.