



South Shore Community Partners in Prevention

Steering Committee Meeting

March 4, 2021 1:00 – 2:30pm

MEETING LOCATION

Conducted via Zoom.

MEETING ATTENDEES

STEERING COMMITTEE 3.4.21		
Vicky	Butler	X
Kathleen	Considine	X
Nancy	DeLuca	X
Maureen	Doherty	X
Tina	Dwyer	
George	Gorgizian	
Elizabeth	Haughn	
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 February meeting. Kim to post on SSCPP website.

FINANCE REPORT

- George not in attendance. Mike shared report on his screen.
- Reviewed February spending: one grant funded and Google Adwords monthly expense for a total of \$10,450.
- Kim shared United Way sent requested invoice to South Shore Health for the 3rd year of the \$60,000 DoN. Has not been received yet.
- Current cash available: \$164,185.91
- All in attendance voted to approve finance report.

TECHNOLOGY/ GOOGLE ADWORDS

- Kim shared an update on Facebook and our website. Mike shared report on screen.

- Current Facebook page likes: 218 and current Followers: 267. Over last month we reached 54 people. Mike will work to join the suggested town Facebook pages Vicky shared as administrator so we can share posts to these pages from time to time.
- Steering Committee to take new Facebook cover photo at today's meeting.
- SSCPP Website: Saw a slight increase in traffic from last month, reaching 254 people (247 were new). Total pages views: 616. Bounce rate slightly down at 69%. Most viewed page was our funding page.
- Google AdWords: Deb reminded all that we changed the vendor. She is waiting for February report and will send out when received. Deb met with new company and they are awesome.

HEALTH LITERACY

- HL subcommittee met prior to steering committee meeting. Members shared an update.
- COVID Town Hall with South Shore Health Physicians: Tina connected us with Dr. Wildes and Dr. Ellerin. Both are very knowledgeable about COVID. Bethany and Mike plan to chat more to flesh out event details and will share with the larger group. Generally speaking, we want this to be a longer town hall/webinar style Q &A. The topic will be "correcting misconceptions about vaccines and COVID-19". Can brainstorm questions ahead of time so they can be dispelled.
- Also want to think about audience and time of day to reach a good number of people. Would like to reach folks before the vaccine is available to the general population.
- Siobhan and Mike have WebEx should we like to host the event as a webinar vs a Zoom meeting. More to come.

- Bethany has started outreach to faith-based organizations in our catchment area. If anyone has contacts for her to reach out for a meet & greet/to hear health literacy needs, please connect with Bethany.

GRANTS

Behavioral Health Grants

Outstanding: Plymouth Schools Interface BH Grant

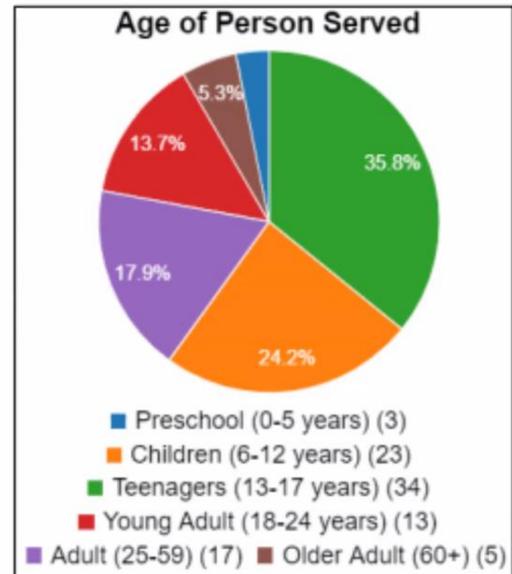
- Mike summarized the status of this grant request. Plymouth Schools/PYDC will be at the end of their current BH grant this June and are asking to re-apply for an additional three years beginning July 1, 2021.
- Invited Sean and Kelly from Plymouth Schools as well as staff from Interface (Margaret Hannah and Tanya Synder) to March steering committee meeting to answer questions posed at our last meeting. Steering committee's main concerns were the significant fee and increase in cost as well as the fact that Interface only serves one community with this grant (Plymouth). Grant request asks for \$20,000/year for three years. Had gone up to \$16,500 this current year. \$20,000 is an additional increase.
- Kelly shared some data on usage. The data is from completed cases. See below chart. She will share full slide deck with steering committee.

Data Report:

December 1, 2019 to May 31, 2020 (6 months) **57 referrals**

June 1, 2020 to November 30, 2020 (6 months): **95 referrals**

December 1, 2020 to May 31, 2021:
will be our next report



- While many communities using Interface experienced a decline during COVID, Plymouth showed an increase. Most commonly requested service was individual therapy. The main reason for calls was anxiety/depression. Some folks were calling because of COVID specifically. A lot of calls coming from Plymouth North. Have promoted to all school systems in Plymouth. Showed promotional cards with SSCPP logos on them. They also just created a brief video. Video will be shared to as many folks as possible in schools and hope to disseminate more widely. Kelly will share the link.
- Opened for Q &A from steering committee. Interface staff confirmed there is follow-up after referrals are made to make sure the match is good. Plymouth residents and Plymouth school students are eligible to use the service.
- The increase in cost to \$20,000 a year is due to the increase in call volume. Plymouth would be a community charged the ceiling amount. Current data is also running at quite an increase. This amount is just to cover cost of service. Plymouth is glad to be a mentor community for other towns, but Interface cannot be split to cover more than one town in SSCPP catchment area.
- Plymouth schools need grant funding to keep this going. If SSCPP did not fund, they would need to find an alternative funding source.
- Other surrounding towns also funded (unsure of funding sources): Middleboro, Scituate, Marshfield, and Duxbury.
- Steering committee discussed. The grant is serving less than 200 people currently. SSCPP BH grant is renewable- years two and three are not guaranteed.
VOTE: All in attendance vote to approve one year of funding at level funding (\$16,500). Years two and three will be discussed at a later date and contingent on an increase in use of Interface in Plymouth. Also need to make Plymouth Schools aware that SSCPP needs to see a sustainability plan when entertaining future years of funding.

BID Plymouth HUB Grant Year Two (2021) BH Grant Funding Update

- Steering committee voted to approve second year of funding at February meeting. Mike reached out to Kristen Sakarti after meeting, however, as their last report had said they couldn't hire anyone due to pandemic. The grant is to fund the HUB position and so Mike



asked how the funds are currently being spent. The response from BID is that Sarah Cloud has performed the function of the HUB coordinator and they anticipate the hiring situation will improve this summer. Sarah has been able to allocate additional time in the gap.

- Still unclear as to how the funds are being spent currently. May need to hold off until a person is hired. Next steps: Mike will reach out to get more info on how the funds were spent in year one before authorizing year two. Will hold funds until we get clarification. All in agreement with this plan.

Outstanding Winter Mini Grants

- **Norwell VNA (Health Literacy Grant):** Vote was tabled at February meeting. Did hear back and shared response to SSCPP questions. The grant is to purchase tablets to expand telehealth services. Tablets are run on Wi-Fi and are returned after use to be used again. Steering committee satisfied with response to questions. All in attendance vote to approve grant at full request of \$10,000.
- **Bridgewater State University – Returned Funds:** Are returning their HL grant from last year. This grant was in partnership with the Plymouth County Sheriff's Department. Due to COVID, they could not perform the grant and so are returning the funds. Will keep an eye out for returned funds in next month's finance report.
- **South Shore Conservatory – Extension Request**
Asked for an extension to move their programming from the spring of 2020 to this spring due to COVID. Mike shared revised budget. The dollar amount remains unchanged. Weren't able to do project when they thought they were and propose to run this spring instead. Maureen asked about ukulele math on budget. Kim to follow-up. All in attendance vote to approve extension request.

INTERCHNA

- Tina not in attendance. No update.

MEETING PLANNING

- March- Commissioner Brooke Doyle, DMH is set as our main speaker. Mike sent her our requested topics to be covered. She will share about mental health and plans moving forward/post COVID.
- April- Kathleen has scheduled Dr. Ken Duckworth as our main speaker.
- May- Annual Meeting
- June- Will hold our third annual Health Literacy Awards in June. Kim to work on the nomination form and we will announce at our March meeting. Nominations will be due at the end of April to be voted on at the May meeting.

ANNOUNCEMENTS/ NEW BUSINESS

Opened floor for any announcements.

- Mike shared that Blake Dinius of Plymouth County Extension reached out to see if SSCPP would share a survey on attitudes/behaviors/awareness on ticks with SSCPP members. He will want to follow-up with educational presentations. We will share the survey with our membership and allow Blake a few minutes on our March agenda to promote the survey to the SSCPP membership.

Adjourned at 2:34pm.