



#HealthierMO

Transforming the Future of Public Health in Missouri

**#HealthierMO Executive Committee
Conference Call
March 6, 2019, 2:00 p.m.**

Those in attendance were: Andrew Warlen, Audrey Gough, Brian Keller, Linda Cooperstock, Dalen Duitsman, Dennis Diehl, Diane Weber, Clay Goddard, Tracie McClendon-Cole, Martha Smith, Spring Schmidt, Casey Parnell, Jaci McReynolds, Todd Daniel and Sandra Boeckman.

Casey Parnell introduced Brian Keller, new member of the Executive Committee representing the Missouri Environmental Health Association. She also asked if everyone had a chance to look at the Teamwork Software and the Quick Start guide. She announced that the minutes of the November Executive Committee from November will be posted on the Teamwork site.

General – Casey Parnell

Phase II Updates Casey announced that the Foundations had awarded the grant for the Phase II of HealthierMO. A copy of the budget was included in handouts. She noted that monies were added to the requested budget by the foundations for a facilitator and travel to various meetings and conferences (MEHA, MINK, DHSS Directors meeting, and a conference on aging). Unfortunately the line item for accreditation was deleted by the Foundations. Also included in the handouts was an informational sheet entitled Guiding Principles and Keys to Success and an organizational chart along with the “Roadmap” for Phase II. Everyone was asked to review this documentation.

She discussed that the interim contract with the Department of Health ended on January 31, 2019 and final report had been sent to DHSS. She reported that only half of the money allotted was used for staff and expenses in January.

Milestones/Timeline: Purpose was for staff to put on the main points and outline over the next two years to achieve. This will remain on Teamwork and will be updated and as a reference for committee members throughout Phase II.

Grant Agreement for Phase II On page 39 of the agreement is where the project plans start and where you can view the goals for Phase II, and development of the Foundational Public Health Services model. All staff was retained for Phase II Casey Parnell, Jaci McReynolds, Todd Daniel, Sandra Boeckman, and Eric

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722 E. Capitol Avenue, Jefferson City, MO 65101 * 573-634-7977

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Armbrecht was retained as a facilitator. Missouri State University will be the Fiscal Agent for the grant.

During the Foundation meeting representatives asked about maintaining diversity with all involved. A copy of all the committees and workgroups was attached to the handouts for review by the Executive Committee. Everyone from the convening session (more than 300) was invited to participate in committees and workgroups. Will assemble another advisory council and will invite others not involved previously. It was suggested that #HealthierMO institute their own diversity policy and post it on Teamwork and send to the Foundations. Casey discussed writing a Charter which would include information on membership, policies and voting procedures, etc. and could include a statement on diversity. The suggestion was also made to identify points on the timeline at which participant diversity should be reviewed.

Communications – Jaci McReynolds

Brand Jaci McReynolds discussed the document “Values-Based Brand Development,” its purpose, process and timeframe. A survey is proposed to be sent to MoALPHA administrators (to pass along to staff), professional organizations (for their membership) and DHSS personnel. The survey will be sent in March of 2019 and following months the survey will be analyzed and focus groups will be held. Later in the summer the new brand will be launched. There are more than 6,000 public health workers in the state - at the state and local levels - and these are all the persons that will be asked to reply to the survey. The demographics will also be tracked on this survey such as which county the respondent works in, their age range and gender, and if they are employees at the state or county level. The suggestion was made to share the survey out in Friday Facts, as well. MoALPHA also agreed to encourage the LPHA Administrators to encourage their staff to participate. Todd Daniel suggested that a good participation rate would be between 60 – 70%. Additional input from the Executive Committee can be provided on the follow up survey to this meeting.

Storytelling Jaci also discussed the plan to utilize storytelling as a key communication strategy by hosting a story bank and developing 5 videos over the 24-months of Phase 2. One of the things that will be highlighted will be on how they utilize the brand and telling the story with details about how they share data, advocacy, partnerships, etc. The group was invited to share the key transformation topics they think should be included in the stories.

FPHS Workgroup

Casey Parnell discussed the FPHS Workgroup Timeline and asked how to establish the members and the timeline and what should happen in Year 1 and 2. She discussed the need to kick off this process quickly by assembling the group in March and hosting a conference call by the end of March. A draft model will be completed by the end of the year and presented to the Executive Committee, and then a statewide model will be developed by May of 2020.

She discussed who the target participants in this group should be and suggested twenty people total on the committee (five from DHSS and 15 from LPHAs). Dr. Eric Armbrrecht will facilitate the workgroup. Based on the Kansas model the workgroup was divided up by population density of counties and also included regional health representatives. This workgroup would have a 23-month commitment of meetings, conference calls and surveys. She will ask the Executive Committee to contact possible participants after they are identified. There was discussion on finding people that understand FPHS! A webinar or video was suggested to be sent out to possible participants. Jaci McReynolds also recommended ensuring a coordinated communication plan to deliver informational pieces about the foundational public health services in digestible pieces. It was suggested that the workgroup needed academic folks included as well.

Evaluation - Todd

Kansas FPHS Capacity Assessment Todd Daniel discussed the Kansas Foundation Public Health Services (FPHS) Model and how it can be applied to Missouri. This model will prepare anyone who participates in the workgroup. Kansas has five foundational areas and seven capabilities. He will be developing models for committee members to give everyone the big picture and develop a document that shows what other states have done. He reported that he needs feedback on if this model is beneficial. He will use standards from MICH, PHAB Standards, RWJ Foundation, etc. to build the models. A survey will be sent to the committee after the conference call.

Commitment Model was explained box by box and line by line - levels of commitment, activism, attitude and the communication strategy. It was suggested that talking points are needed. It was also suggested that participants be provided with tasks to do that are associated with their work. The suggestion was also made to implement markers like policies and procedures to measure integration.

In Kind Tracking Tool - Todd described the tools that will be on line and can be accessed through Teamwork. He discussed the document that will include time donated by members of the initiative. There will also be a tracking tool for expenses. Reimbursement Forms will be available for face to face meetings for mileage and for travel time and well as preparation time for a meeting.

Next meeting will be face to face in central Missouri in May. A doodle poll will be sent out to find a date.