



#HealthierMO

Transforming the Future of Public Health in Missouri

#HealthierMO Executive Committee
MPHA Office, Jefferson City, MO
February 4, 2020 10:00 a.m.

Those in attendance were: Andrew Warlen, Audrey Gough, Linda Cooperstock, Dalen Duitsman, Diane Weber, Clay Goddard, Tracie McClendon-Cole, Martha Smith, Stephen Njenga, Larry Jones, Kristi Campbell, Spring Schmidt, Paul Thomlinson, Casey Parnell, Jaci McReynolds, Todd Daniel and Sandra Boeckman.

MINUTES of the October 31, 2019 Executive Committee Meetings were reviewed. A motion was made by Audrey Gough and seconded by Larry Jones to approve the minutes as presented. On a vote, the motion was approved.

PHASE II UPDATES: Casey Parnell reported on the Foundational Public Health Services (FPHS) Model that has now been approved by the committees and distributed through the state. She reported that the FPHS workgroup will be meeting again on February 25 in person in Jefferson City to review feedback and begin working on an implementation plan that should be drafted by May 30..

Casey reported on the Professional Organization Workgroups and their meetings held in December and January. All workgroups are working toward their goals.

She reported that the next grant report is due to the foundations on February 15th.

COMMUNICATION: Jaci McReynolds reported on three major issues - direction and early outcomes of new outreach and communication strategies; requesting support for audience growth through social media amplification; and seeking input on message framing for sharing public health stories with policymakers – she reported that there have been 720 participants so far in the initiative and 600 volunteer hours contributed. More than 1,500 unique visitors have viewed the website, representing 43 states. She described additions to the website, the new FPHS Gearbox resources, additional tools to be able to explain the FPHS model to colleagues and peers, and the option to add a link to HealthierMO on personal LinkedIn profiles. She encouraged the group to follow the initiative on social media, and asked everyone to comment, not just “like” a comment of statement for broader reach. She asked members to consider using #HealthierMO and #GearUpMO in posts for increased visibility.

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She discussed communication projects in development, including work with Humans of St Louis to train public health folks around the state in photo storytelling, four videos to be produced, and an interactive, academic version of the FPHS model.

EVALUATION: Casey Parnell reported that a conference call was held with DHSS on the Infrastructure Survey and she was told that the DHSS poll would go out in two weeks. There was much discussion about joining with DHSS the Capacity Assessment that Todd Daniel is preparing. There is an incentive for LPHAs to complete the survey in that they receive funds so they have 100% participation. It would be essential that the Capacity Assessment go out with this survey to get that kind of results. Clay Goddard will write an email ASAP to DHSS asking for them to hold off on their survey so that we can piggyback. Spring Schmidt offered to assist Todd with access to the software, if necessary. It was reported that Kansas had trouble getting the information they needed from the Capacity Assessment due to low participation, and Ohio worked with their state department and got 100% participation. DHSS has already talked about partnering with a costing assessment survey. It was suggested that a MOU will have to be done between HealthierMO and DHSS with details of the partnership and how results will be shared.

ORGANIZATION CHART: Casey Parnell spearheaded a discussion on the current organizational chart noting some changes need to be made for Phase II and III. The group decided to dissolve the Project Operations Committee. They moved Advisory Council off the Executive Committee. They added "Advisory" to the Communication Committee for clarification. Casey and Jaci will redo the chart per the discussion and send it back to the committee.

CHARTER: Casey Parnell discussed the proposed Executive Committee Charter and several revisions were suggested such as eliminating Phase II from the charter and adding the Executive Director of MPHA and staff as ad hoc or ex officio members. There were also changes to the Voting and Quorum sections. Casey will revise and send back to the committee for review. There are currently 13 members of the committee, and it was the consensus that the number should not be higher than 15.

MEMBERSHIP IN THE ADVISORY COMMITTEE: There was discussion about the number of members that should be on the Advisory Committee and the diversity of members. There are currently 35 members, but some have moved to other positions and are no longer involved. It was suggested to look at the Social Determinants of Health such as Housing, Mental Health, Transportation, etc., and see which groups should be included.

There being no further business, the meeting was adjourned.