

Healthy Community Alliance of Delaware and Blackford Counties
Steering Committee Meeting
AGENDA/NOTES
1-4-17
Noon

In attendance: Kayla Stanton, George Branam, Molly Hunt, Jacey Foley, Marta Moody, Amelia Clark, Tricia Stanley, Nathan Taylor, Matt Cox, John Disher, Steven West (via phone).

-Review Communications guidelines for promoting Partner and community resources. **The Steering Committee approved the communications guidelines following one small change. John will publish the guidelines on the HCA website.**

-New Partner update

-Hartford City Chamber Presentation in December- **Steven West orchestrated a 'health improvement' talk at the Hartford City Chamber of Commerce monthly luncheon on Wednesday, December 14th regarding 'preventative activities.'** The 20 minute presentation included a presentation about the HCA. 3 new HCA Partners were recruited as a result of the meeting and some advance conversations- Hartford City Chamber of Commerce, Citizen's State Bank, and Clear Choice Chiropractic.

A discussion ensued about church involvement, and encouraging pastors to speak to audiences about healthy lifestyle behaviors.

-Vectren conversation- John reported that he has been communicating with Emily Parker, community outreach for Vectren about possible involvement with the HCA.

-Discussion- new Partner recruitment in 2017

-Goal is 36 Partners added in 2017. John asked the group for recruitment ideas:

-Encourage existing partners to link to our site

-Tap into the MHS Famfest and ODHS Back2School events for possible health-minded orgs

-Revisit the Chamber list, IUHBMH Foundation list

-Purdue change tool list

-DC Wellness list

-Connection with Indiana Youth Institute, Alison Palmer

-Marsh and Aldi's (Mary Snell is dietician at Marsh)

-Muncie Journal

-Daycare orgs

-JayCrew

John will send an up to date Partner list to Steering Committee members.

-Tobacco Free Coalition update

- Tobacco Free Indiana Advocacy Day at the Statehouse on Wednesday, February 1

Jacey noted that with the help of several HCA Partner organization members, 200 Youth Tobacco Surveys were collected at the end of 2016. She stated that current legislative discussion is looking at moving the proposed tobacco tax increase from \$1 to \$1.50. Jacey recently teamed up with Purdue extension to offer a diabetes and tobacco presentation to a women's group.

More discussion ensued about engaging churches as HCA Partners- perhaps the diabetes presentations could be an 'in'. Steve West also mentioned that Lifestream offers meals at the IUH Blackford Hospital and this could be an avenue to get people talking to their church leaders about joining the HCA.

-Measurement and Communications Workgroup update- media Partner focus in 2017

John reported that an ad hoc group composed of several HCA Partner reps met in December to discuss ways for Partners like IUHBMH, BSU, YMCA to 'come alongside' Partners who need help developing tactics to influence their audiences.

A suggestion was made the Partners attending workgroup meetings be surveyed briefly to determine changes or actions are being initiated as a result of the monthly focus topics.

The Healthy Community Alliance has several media partners, including Nash-FM 102.5, Woof Boom Radio Group and the Star Press. Additionally, WBST FM and WIPB-TV are part of Ball State University, which is an HCA Partner.

Recognizing that the various groups represented by those present have access to content and content experts, the attendees brainstormed what a plan for 2017 could look like.

1. Establish health awareness months to serve as the basis for establishing content for media partners to utilize. Content will always look to tie back to the 3 HCA goal areas. Good starting place is the National Wellness Institute.
2. Subject matter expert (SME). HCA will identify subject matter expert(s) each month that are willing to be available for media interviews and comments. SME contact info will be made available to Media Partners for them to follow up with.
3. Create a monthly "theme" template for Media Partners, to include:
 - a. Bullets to cover content area
 - b. Health tips related to content area
 - c. Ways to fit into life
 - d. Where to access resources
 - e. Subject matter expert for comment

f. #tag

4. Theme template is made available to media Partners, but also packaged appropriately for HCA Partner use in their respective settings.

Actions needed:

Denise will look into the possibility of getting some students to take this ongoing endeavor on as a project. In the meantime, this group will work via email to develop a sample first month's template to get started and 'shake out the kinks'. John will facilitate this template development with other meeting members.

-Other Discussion

John noted that he was invited in December to participate in a webinar by Healthy Communities Institute, to talk about collective impact with other HCI clients across the country. HCI is the company that provides our website platform and all the updated health data.

John also mentioned that The Star Press will be doing a profile in M magazine to promote the Healthy Community Alliance.

Dr. Branam asked to be kept informed of any upcoming Measurement and Communication Workgroup meetings.

Notes submitted by John D. Disher, 1-6-17

Group	Agenda	Convene Date
Tobacco	Tobacco Free Indiana Advocacy Day at the Statehouse on Wednesday, February 1, media, recruitment, advocacy	4 th Wed every month
BSU/YMCA/DCWP	Action planning with BSU students for Partner engagement, media partner focus in 2017	Week of Jan 9 (pending per student schedules)
Nutrition	Survey analysis, best practices for specific audiences; PE Change tool and IUHBMH focused change integration/strategy planning	Jan
Physical Activity	Survey analysis, best practices for specific audiences; PE change tool	Jan.

	and IUHBMH focused change integration/strategy planning	
IUHBMH focused change project 1- Obesity/IUHBMH FMR	Project planning	Jan 11, 4pm, IUHBMH FMR
IUHBMH focused change project 2- Obesity/BSU	Project planning	tbd