

Healthy Community Alliance Ad Hoc “Knowledge Partner” Group Discussion
December 5, 2016

Agenda/Notes

Present: Mandy Puckett, IU Health Nutrition Services, Denise Seabert, Ball State College of Health, Nathan Taylor, Delaware County Wellness Professionals, Kayla Stanton, YMCA of Muncie, Cayla Chiddister, NASH 102.5FM, Anna Taylor, IU Health Cardiopulmonary, John Disher, IU Health Ball Memorial Hospital Foundation.

John provided a brief overview of Healthy Community Alliance scope, goals, and collective impact model. Three focus areas- nutrition, physical activity and tobacco cessation.

Discussion then ensued related to action planning for Alliance Partner engagement, media partner focus in 2017.

Media Partner Focus in 2017.

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.

Cayla Chiddister is with Nash FM, and explained that broadcasters are required by the FCC to air public service announcements. She noted that for radio, :30 PSA's could easily be produced by Nash FM (or other stations) and shared among media partners. The key is getting content for the spots, and aligning that content to the mission and goals of the HCA. That same content could be used for social media, the HCA website, print versions, and communications with Partners.

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.

John will contact Dawn Fluhler, IUH BMH Public Relations to inform her of these plans plus seek advice on hashtags and handles.

John will reach out to Steve Lindell at Woofboom and Greg Fallon at the Star Press to share this plan with them and seek feedback.

Action planning ideas for Partner engagement in 2017

Package the monthly media theme and share with Partners.

Monthly workgroup meetings are suggested, to increase potential momentum and to provide maximum opportunity for Partner participation.

At workgroup meetings, plan on discussion time with a panel composed of subject matter experts and Partner members. Discussion should include listening to Partners, ascertaining 'where they are'.

There are also opportunities for Knowledge Partners to 'come alongside' Partners who need help. An example is the work that Nathan and Jane Ellery have been doing with local employers for employee wellness programs in conjunction with Nancy Norris at the Chamber.

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.