

SHA Steering Committee Meeting

Meeting Date: 8.27.19 2:00 – 4:00 PM

Location: MDHHS Washington Square Building, Conference Room 205

Notes:

1. Updates and De-brief of Stakeholder Meeting on 8.23.19
 - a. MPHI will review attendance; determine if any specific group(s) weren't present
 - b. Attendees were energized, engaged, social, tech was working well; passionate about the work and moving the needle on many upstream issues
 - c. Questions:
 - i. "Why am I here" "What is my role" confusion
 1. MPHI will create an "overview" video
 - ii. Why wasn't a website already set up for this?
 - a. Carole Genee could create/publish
 - d. Use texting to announce and identify who was in the room
 - i. Members want to see everyone who is online
 - e. Distinct invite should go out to everyone for all assessments
 - f. Concern about virtual participants being left out of group table work and voting
 - i. Suggestion to use Zoom
 - g. Make a point to recognize Flint in the assessment; need Flint representation
 - h. Gaps in Participation
 - i. Review invitee list again
 - ii. Plan to do strategic outreach
 1. Steering committee needs to revise and review the spreadsheet
 - i. Creating Vision Statement
 - i. Steering Committee provided feedback on visioning statement drafts
 - j. Community Themes and Strengths
 - i. Contact MALF; they've done many assessments
 - ii. Determine counties, coding, demographic info
 - iii. Behavioral Epidemiology
 1. Ethnography dept at Wayne State
 2. 15 years of data identifying where to bring the survey
 - iv. Discussed Townhalls; need to be well informed
 - v. Member feedback:
 1. Divide by population, social media, quickest turn around
 2. Online survey cannot be controlled
 - a. This doesn't feel good; work that will be done in this rushed way will not represent people of color, etc.
 3. Information interviews
 4. Conversations with people
 5. Discussed availability of funds to market a strategy
 - a. 3 week media blast
 - b. Extend our funding

- c. Explain work done and ask for extension
 - 6. 1st responders, police, EMS can inform of areas with health needs
 - 7. Steering Committee suggestions:
 - a. Develop a strategy for focus groups to go across the state
 - b. Have a coordinated strategy – push via multimedia outlets; publicity behind it
 - c. Timing!
 - d. Phone in (800) – collect names, listening ear of needs/strengths (uncontrolled; needs staffing)
 - e. Alternatives to survey
 - f. Ads on buses and inside them
 - g. Automated calls
 - i. This is an election year
 - h. Publicize correctly
 - i. Learn from other lessons learned
- 2. Committee Chairs
 - a. Steering Committee members were asked to serve as co-chairs on subcommittees for each assessment. Co-Chairs are asked to:
 - i. Be present, a voice for Steering committee
 - ii. Provide welcome and wrap up
 - iii. Work with MPHI on lesser defined assessments
- 3. Identified priorities to be done by January 2020