



## Partnership for a Healthy Community Board Meeting Minutes August 27, 2020

**Members Present via Conference Phone:**

|                    |                  |
|--------------------|------------------|
| Beth Crider        | Greg Eberle      |
| Monica Hendrickson | Holly Bill       |
| Joel Shoemaker     | Sally Gambacorta |
| Larry Weinzimmer   | Adam Sturdavant  |
| Jennifer Zammuto   | Tim Heth         |

**Others Present:**

- Amy Roberts
- Amanda Smith
- Kaitlyn Streitmatter

Meeting was called to order at 1:00 pm by Ms. Hendrickson

### **Approval of 06/25/2020 Meeting Minutes**

Mr. Weinzimmer made a motion to approve the minutes from the June 25, 2020 meeting. Motion was seconded by Mr. Eberle. Motion carried (7,0).

### **Board Business**

#### **Healthy HOI Discussion Board**

Ms. Aggertt asked that this item be added to the agenda, however, was not present at this meeting. This will be tabled until the next Partnership Board meeting.

#### **Ms. Zammuto joined the meeting at 1:04 pm.**

#### **Marketing/Communications**

Ms. Zammuto stated they had a great call with the hospitals and health department PIOs that were asked to join the Marketing/Communications, however, Ms. Zammuto only received one name in mid-June. Ms. Zammuto stated that her and Ms. Aggertt can do their best, but need more support. Is there anyone else (doesn't have to be a PIO) but has a strong communication person to add? If you have someone in mind, please send them to Ms. Zammuto and she can reach out to them. Mr. Weinzimmer stated there is not a lot of marketing healthcare, so someone from the outside that might need to be called in.

#### **Dr. Sturdavant joined the meeting at 1:07 pm.**

#### **Conduit/Impact Peoria Update**

Ms. Fuller was not present at this meeting, so Ms. Amanda Smith gave an update in her place. Ms. Smith stated a meeting is scheduled, which is a follow up to the last brainstorming meeting that was pre-COVID. The second Conduit visioning screening session is scheduled for August 31<sup>st</sup>.

#### **Mr. Heth joined the meeting at 1:12 pm.**

#### **Cancer Social Marketing**

The Cancer priority action team is wanting to have some PSAs, press releases ready to go on behalf

of the Partnership. They are also looking at some of the other campaigns available. The idea would be that we'd be using the different entities to promote the work and why it's so important. The Cancer Social Marketing team is asking for approval by the board to start looking at how to identify and release those messages and doesn't have to come back to the board every time there is a new message. Ms. Bill stated that Tazewell's logo on it and asked Ms. Zammuto when to use what logo and Ms. Zammuto stated that still needs to be discussed and decided. There was discussion around logo usage and consistency. A call will be coordinated with Ms. Zammuto, Ms. Aggertt, Ms. Fuller, & Ms. Hendrickson will have a call to talk about this further. This item has been tabled until the next Partnership Board meeting.

## **Committee Updates**

### **Mental Health & Substance Use**

Ms. Bill stated that the Mental Health and Substance Use action teams are still in the same place over the last couple of months, due to COVID. There has been a lot of working together via virtual meetings and many updates on how COVID has impacted committee members and their agencies. Narcan kits have still been getting out there, virtual mental health access is great, but there are some that are falling behind because of COVID. The steering committee talked about going back to the basics of how the group is going to reach their goals and objectives. There are many activities going on, but are not specifically outlined in the plan. The next meeting is Monday, August 31<sup>st</sup> and will ask what you or your agency are doing that is working toward to goals and objectives. This will help to keep members engaged and knowing that their work is important. Ms. Bill stated they are also working on getting a list to put together of Mental Health First Aid trainers.

### **HEAL**

Mr. Eberle stated HEAL is trying to build their assets and figure out how to address obesity. Food insecurity is going great at this time. Mr. Eberle introduced Ms. Kaitlynn Streitmatter for an update. Ms. Streitmatter stated they are working really well together and have a food pantry and they are working on a social media campaign as September is Hunger Awareness Month. They would like to do something similar around obesity but need the guidance of the Partnership. They would like to highlight some of the work their Partners are doing and get marketing and education tips on the social media campaign. Mr. Eberle suggested having a portion say "Supported by" on the marketing. There was more discussion around marketing. Ms. Zammuto stated if this is time sensitive material, there is no reason it should be held back for more discussion. Ms. Bill stated this was supported by the PFHC Board last year as well. Mr. Eberle stated there needs to be more discussion but are headed in the right direction.

### **Cancer**

Mr. Heth did not attend the Cancer meeting, but Ms. Smith was able to give an update. Ms. Smith stated they provided approval for the social marketing campaign and were wanting the Partnership to share that message. They are starting to reignite their screenings and get individuals back in. Colorectal is looking to do some work with the caravan and possibly provide testing and work with Woodford county to provide testing as well. For breast cancer, they talked about a grant that OSF received from the American Hospital Association to do some outreach to women who don't normally get those screenings. They also have the tobacco free grant that is being submitted and work is being doing around that. Next year, all the grant dollars will be back focused on the grant, versus COVID. They are also working with PCCHD on the Edwards grant to work with patients at risk for lung cancer. The consistent message is getting people back in for screenings and letting them know it's safe to do so.

**Member Announcements**

There were no other member announcements.

The meeting adjourned at 2:02 pm.

**Next Meeting: September 24, 2020 1:00-2:30, TBD**