the HEALTH collaborative

July 19, 2016 | Meeting Notes

Meeting Location: Averett Riverview Campus

Purpose Branding and Communications, Data Collection and Policy Agenda	**Attendees:** Leslie S., Mark, Stacey, Jason, Abby, Edna, Alexis, Andy, Leslie C., Anjanette, Billy, Katie, Donna, Amy, Pam, Alani, Traci, Sierra, Shannon, Sonya, Ashley, Jackie, Jeannine, Brad, Brandon, Annie, Elyse

Agenda Topics

Agenda Topic: Announcements and Updates

Announcements

- October 2016 will mark two years of work for the Health Collaborative
- Final Action Plan should be in hand within the next few days
    - Binder format to allow for easy additions and edits
- Save the Date: September 20th – 2016 Health Summit
- Remember to fill out the Health Collaborative survey by July 28th
  https://www.surveymonkey.com/r/healthcollab

Report Outs

- Cross-Cutting
    - Working to finalize recognition program
        - Unveil at Health Summit
    - Abby is collecting photos for inclusion in the recognition program marketing materials. If you have photos that depict healthy living in schools, worksites, afterschool programs and in the faith based community please send them to eadupre@uncg.edu
- Healthy Eating
    - Smithson Mills is working on the feasibility study for a shared food storage and processing site
    - Will present findings at Health Summit
        - Next steps are dependent on forthcoming recommendations
- Access to Health Care
    - Community Health Worker project is recruiting both health workers and a program manager. Job description is attached to Annie's July 20th email— *Health Collaborative Meeting Update*

Style Guide and Logo Usage

- <u>Style Guide</u>
  - Outlines logo applications and formats
  - Provides color specifications and font usage
  - Emailed out on July 20th –*Health Collaborative Meeting Update*
- <u>Logo Usage Process</u>
  - Follow the style guide:
    - If you are creating a document or flyer for the Health Collaborative, please adhere to the color palette and font guidelines for the entire document
    - If you are creating a document for your organizations or another group but want to include the HC logo, just adhere to the guidelines pertaining to logo applications
      - Goals of the project/event must be consistent with the goals of the Health Collaborative
  - Documents using the HC Logo must be sent to Annie for final approval
- <u>Website</u>
  - Goals:
    - To design a modern, dynamic and responsive website that will be user-friendly for the general public
    - To build an interactive website that highlights the five focus areas of the Health Collaborative
    - To build a website that can be easily maintained by the Health Collaborative personnel
    - To build a site that shares progress towards meeting outcomes in a timely and transparent way
  - Discussions
    - Collaborative members present voted on key features and discussed hosting and maintenance options – will come back to Collaborative on how to move forward
    - Sponsorship recognition
      - Different between members and sponsors
        - In-kind vs. direct giving?
          - Equate time into sponsorship?
        - Is there a way to combine members and sponsors for inclusion on the website?
        - What sort of sponsorship recognition types do organizations prefer?
          - Radio spots and mentions in newspaper
          - Banners and inclusion on event marketing materials
            - Include sponsor(s) logo on specific tabs on website

Agenda Topic: Health Equity Report and Baseline Data Collection

Baseline Data Collection

- Identify whether the data for key outcomes for each goal are to be collected internally by the Action team or during the Community Health Needs Assessment (Equity Report) process
- Are there other outcomes pertinent to current projects that need baseline data collection?

Policy Agenda

- Identify barriers to completing the work outlined in the Action Plan
- Starting a list that will be used to formulate the policy agenda of the Collaborative
    - As policy barriers arise in the work of your action team, personal or professional life, please let Annie know

Next Meeting

- August 16th 12-1:30pm –Location: TBD
    - Will have guest speakers from Virginia Community Capital and the American Heart Association