Meeting Minutes  
Wisconsin Partnership Program  
Lifecourse Initiative for Healthy Families  
Communications and Public Awareness Workgroup  
March 13, 2012, 12:30 to 2:30 p.m.  
Kenosha County Job Center  
8600 Sheridan Road, Kenosha

Present: Lena Cooksey, Darryl Davidson, Tristan Gross, Katherine Marks, Angela Moore, Valerie Nash, Samantha Perry, Evette Rowley, Pamela Smith and Jack Waters

Staff and Consultants: Quinton Cotton, Nancy Eberle, Lorraine Lathen and Karen Roach

Welcome and Introductions

Lathen called the meeting to order at 12:45 p.m.

February minutes were approved with following change: Information that is educational in nature can be provided to elected officials unless related to specific legislation.

Upcoming Events

- **May 8**: LIHF cross-site meeting 9-11 a.m. in Madison will feature Dr. Camara Jones, an international expert on racism. Cotton reported that collaboratives have provided initial feedback, with a request for access to the discussion for people not in attendance.
- **May 9**: United Way of Greater Milwaukee’s annual conference will explore health disparities in infant mortality, with Magda Peck, a national leader in maternal and child health.
- **June 6**: Third annual City of Milwaukee Infant Mortality Summit will look at changing the determinants of health with international expert Anthony Iton.

Media Updates

- Two articles were distributed including an update to the community by co-chairs of LIHF Milwaukee Collaborative published in the Milwaukee Community Journal and an editorial by Lathen in the Milwaukee Journal Sentinel and Beloit Chronicle to coincide with Black History Month.
- Radio interview with the Rock County Board of Supervisors; Moore reported that many people told her they heard it.
- Full-page ad in the Beloit Chronicle featured Ryann and her mother Regina, who are also on Facebook and on billboards in the community.

Communications Work Plan

Lathen thanked Kenosha for their amazing job in providing feedback for messaging.
The group reviewed key audiences: African American women and men of reproductive age and medical and social service providers in year one. During the second year, plan should be expanded to phase in other key audiences. Discussion focused on how much can we do in first year, where we should focus our energies and whether general public as an audience is too broad. Decision to include general public in targeted communities and reminder to include the LIHF collaboratives and volunteers contributing to this effort.

New ideas for points of access include poetry and theater slams and transit marketing such as bus stops. Other suggestions included asking artists at clubs to wear t-shirts or do a shout-out, signage in restrooms and a windshield drop.

Technical support needs include social media, brand protection, message framing, evaluation and media; suggestion to add digital storytelling. Discussion about whether Purple PRAMS Campaign is too specific for strategic plan, i.e. belongs in the appendix, or list PRAMS and other national campaigns related to work; suggestion to develop a separate communications plan for PRAMS.

Messaging: Lathen reminded the group that there is power in having four communities conveying same message. That’s why we’re doing this work.

- Messaging directed at fathers should be broader to include grandfathers, uncles, etc.; wording changed to African American men are important before, during and after pregnancy. Interchanging dad and father might help more people relate.

- Current messaging for general public (year two) is targeted toward awareness versus being part of the solution.

- Build awareness of PRAMS in messaging for medical and social service providers.

- Expand the messaging for elected officials to reflect more than the cost of infants born prematurely, to include the savings and revenue generated by contributing members of society.

Suggestion to retitle the recommendations section: suggestions included implementation strategies or guiding principles. Add language about including a process for keeping messages consistent among the collaboratives.

Community Action Plan Launch

CAP launch dates are set in April to coincide with National Minority Health Month.

Suggestion to move the flyer to top of list so it’s printed and ready to mail and hand out by April 3. Program template will be individualized by the collaboratives.

Adjourn

The meeting adjourned at 2:40 p.m. Recorder, Karen Roach