January 10 LIIHF Communications and Public Awareness Workgroup Meeting

Call to Order: 12:30 p.m.

Present: Brienne Adams, Julie Whelan Capell, Quinton Cotton, Dionne Shaw (via telephone) Angelica Dudenhoefer, Michael Mirer, Angela Moore, Samantha Perry, Danita Sloan, Pamela Smith, Shirley Williams, Lorraine Lathen

Absent: Anna Benton, Daryl Carter, Debbi Miller, Phil Farrell, Jack Waters, Nicole Urquhart

1. Earned Media Updates
   a. Beloit reported on earned media it received regarding its “When a Baby Dies in Beloit” Presentation on Dec, 13. The event presented the views of various agencies who are involved in the aftermath of a child’s death. Articles about the event appeared in two local newspapers.

   b. Milwaukee reported on an appearance on the program, “What’s Going On,” a local cable access program in the city. In addition, the members of the collaborative have appeared on the radio in the city. Meanwhile, the Milwaukee Journal-Sentinel was planning a series of Infant Mortality.

   c. Racine reported on the attention the release of its GIS mapping of social determinants of health in the city had received in the local media.

   d. Kenosha reported on coverage of Infant Mortality Summit.

2. Student Supported Activities
   a. Racine LIHF worked with a Communications class at UW-Parkside to develop a social media campaign. Perry presented their work, which includes posters, slogans, images, and suggestions regarding a social media presence. The group was impressed with the work, and saw opportunities to incorporate some of the ideas into the program.

   b. Cotton reported on Milwaukee LIHF’s work with Public Allies, a leadership training program through Americorps. The students are working with the collaborative to develop a public awareness campaign among young adults in Milwaukee.

3. Tool Kit Update
   a. Mirer reported the brochure prepared by the committee had been sent to print, and that each collaborative should be receiving 2,000 shortly. The next step would be the table cloth and poster presentation to help each collaborative present in various public forums.
b. There was further discussion of establishing an online presence either in a social media venue or through the establishment of a website. The group agreed that a web presence was premature, but that it should be considered during the implementation phase. One idea was the use to Community Action Plans to unveil local Internet presences in each community.

4. Framing the Issue
   a. Lathen presented the Robert Wood Johnson Foundation’s work on framing social determinants of health. All agreed that it was an important tool through which to develop talking points going forward. Representatives of all three sites shared the ways they discussed the program with various audiences. The work will be incorporated into media spokesperson’s training, which will be provided to all four sites as part of the community action plan release process.
   b. Lathen indicated that we’d focus on completing our talking points and finalize plans to offer media spokespersons training.

Meeting adjourned: 2 pm