Meeting Minutes
Wisconsin Partnership Program
Lifecourse Initiative for Healthy Families
Communications and Public Awareness Workgroup
November 11, 2011 12:30 -2:00pm
Community Action Inc. Pathways Center
20 Eclipse Center, 600 Henry Avenue, Beloit, WI 53511

Present: Donna Johnson, Valerie Nash, Angela Moore, Samantha Perry, Pamela Smith, and Shirley Williams

Staff and Consultants: Quinton Cotton and Lorraine Lathen

Guests: Kim Gonzalez

1. Welcome and Introductions
Lathen called the meeting to order at 12:45 pm. Meeting minutes were accepted by the workgroup. A 2012 communication workgroup meeting calendar was shared with members. Cotton provided a broad overview on the 2012 project timeline, including important deadlines during the continuation planning period. Project Coordinators at each LIHF site provided an update on paid on earned meeting around the issue of infant mortality in their respective communities.

2. PRAMS Data Collection Update
Gonzalez provided an overview of the PRAMS data collection process and reported that mailings to African-American respondents were sent using a package that was purple.

3. Communications Work Plan
Lathen provided an overview of the communications plan, stressing the importance of have each LIHF site contribute to and take ownership of the plan.

4. Community Action Plan Template
Project coordinators from each site prepared a template that was shared with the Committee. There was consensus among workgroup members that that the template would be drafted as a “Report to the Community” rather than an Executive Summary of the Community Action Plan.

5. Adjourn and next meeting
The next meeting of the workgroup is Tuesday January 17, 2012 from 12:30 to 2:00 in Milwaukee.

The meeting adjourned at 2:00 pm. Recorder, Quinton Cotton