Minutes
Wisconsin Partnership Program
Lifecourse Initiative for Healthy Families
Communication Workgroup
March 31, 2011
11:30 - 1:00 pm
Racine/Kenosha Community Action Agency
2113 N. Wisconsin Avenue, Racine WI

Present: Brienne Adams, Julie Whelan Capell, Daryl Carter, Quinton Cotton, Angelica Dudenhoefer, Kim Gonzalez (phone), Lorraine Lathen, Samantha Perry, Angela Moore, Samantha Perry, Angela Rohan (phone), Pamela Smith, Shirley Williams (phone)

Absent: Anna Benton, Tatjana Bicanin, Phil Farrell, Debi Miller, Michael Mirer, L.G. Shanklin, Dionne Shaw, Danita Sloan, Nicole Urquhart, Jack Waters

1. Welcome and Introductions
   Lorraine Lathen called the meeting to order at 11:53 a.m. followed by introductions.

2. Toolbox update
   Lathen presented all sites with a branded tablecloth to use at events as well as a mock-up of a three-panel display board. The side panel of the display board will have standard information provided by WPP and the middle panel is designated for site specific information. Following discussion, Julie Whelan Capell offered to revise and simplify the display board. The draft will be submitted to Lathen by April 5.

3. PRAMS
   The PRAMS discussion was moved up on the agenda to accommodate Angela Rohan and Kim Gonzalez via telephone. PRAMS is a CDC sponsored survey that has been collecting data on new mothers and infants for twenty years as part of their initiative to reduce infant deaths and low-birth-weight babies. Wisconsin has been participating in the survey for the past five years, four of which data has been collected. The survey consists of a 14-page booklet with seventy questions that cover the time before the mother became pregnant, during pregnancy, and after the birth of the baby. The survey is administered either via mail or through telephone contact if after four weeks there has been no response.

   An outreach campaign is being developed to increase the participation of African-American women and is being supported by WPP. All LIHF sites are being asked to assist in promoting PRAMS. Sampling will be done at 100% in Racine, Kenosha and Rock counties and at 1/6 for Milwaukee. CDC cannot provide LIHF sites with specific participant information due to confidentiality.

   Incentives were tested in 2009 using cash and coupons. The group that received cash increased their response rate to 59% while the others did not fare as well. The consensus is that if incentives are used, it should be cash.
The investment made by WPP to support promotion will include radio spots, print media, YouTube videos and other campaign materials. Gonzalez will research the feasibility of using a purple envelope to enhance the tag line and promotional strategy. The plan is for participants to initially receive a notice to “watch for the purple envelope”, followed by the PRAMS survey the next week. The Communications Work Group recommended the use of postcards instead of brochures for the first notice.

Lathen commented that this initiative will involve a modest outreach campaign that should be plugged into what is already occurring with each site’s Collaborative. Additional dialogue sessions and events with physicians and HMOs may be needed to obtain sponsorship and buy-in. The local framework for the PRAMS campaign with LIHF sites should include:
- Sharing with Collaborative members and community networks
- Talk with providers/HMO
- Involve the Purple Envelope campaign into community engagement initiatives

4. Media Spokesperson Training
Lathen asked Quinton Cotton to discuss the media spokesperson training that occurred recently in Milwaukee, conducted by Mosaic PR firm. Cotton noted that the process was beneficial in having community members understand more about the issue of infant mortality and the LIHF initiative. Baseline interviews were helpful in allowing community members to talk about the project prior to training, then having another round of interviews after completing training. Cotton thought the training provided a clear outline for speaking on infant mortality and LIHF, due to the complex structure of the project. Discussions need to be simple, clear, and compelling. Sites should capitalize on the strengths of the members. Lathen mentioned that additional training dates for the remaining sites should be scheduled during April and May given project end dates in July. WPP expects that the media spokesperson training will help sites prepare for additional media coverage during the implementation phase.

The meeting adjourned at 1:16 p.m.