Meeting Minutes
Wisconsin Partnership Program
Lifecourse Initiative for Healthy Families
Communications and Public Awareness Workgroup
September 22, 2011 12:30 -2:00pm
YWCA of Greater Milwaukee
1915 North Martin Luther King Drive, Milwaukee, WI 53212

Present: Carolyn Cortes, Ethel Crittendon, Donna Johnson, Debi Miller, Angela Moore, Samantha Perry, Arneice Roach, Arova Roach, Pamela Smith, Jack Waters, Julie Whelan Capell and Dana Wilson

Staff and Consultants: Quinton Cotton and Lorraine Lathen

Guests: Kate Kvale

1. Welcome and Introductions

Lathen called the meeting to order at 12:30 pm. The workgroup briefly discussed the outcome of the previous meeting and reviewed the meeting agenda. Project Coordinators at each LIHF site provided an update on paid and earned media related to in their respective communities.

2. PRAMS Data Collection Update

Kvale provided an overview of the PRAMS survey and protocol. The workgroup noted that the protocol has limitations making additional outreach activity unlikely. Kvale pointed out that discussions were underway with the CDC and in other states but that it was important to ensure confidentiality.

3. Communications Work Plan

Lathen provided an overview of the communications plan, asking small teams to contribute ideas. Each small group reported out on ideas related to key message, target audiences, strategies and tactics. Lathen noted that this feedback would be summarized and incorporated into the draft communications plan.

4. Community Action Plan Template

Project coordinators reviewed an outline the Community Action Plan and provided feedback on the template and discussed how to share a synthesized version of plans with the broader community.

5. Adjourn and next meeting

The next meeting of the workgroup is November 29, 2011 from 12:30 to 2:00 pm in Beloit.

The meeting adjourned at 2:00 pm.

Recorder, Quinton Cotton