

## SOUTHERN TIER REGIONAL STEERING COMMITTEE MEETING MINUTES

NOVEMBER 28, 2017

1:00 pm – 2:00 pm

**Attendance:** Phillip Ginter, Jamie Hagenbuch, John Mazzello, Bev Chin, Elizabeth Monaco, Evan Heaney, Jo DiFulvio, Rebecca Kaufman, Lynn Esquivel, Lenora Boris, Theresa Davis, Mary Maruscak, Christine Shaver, Heather Warner, Renita Malone

### I. Welcome & Introductions

Phillip Ginter welcomed the group, introductions were made and the meeting opened at approximately 1:00 pm.

### II. Approval of Minutes

The first item handled on the agenda was the Review and Approval of the Meeting Minutes of September 28, 2017. The only corrections noted to the Meeting Minutes were incorrectly spelled names of Bouakham Rosetti and Christine Shaver. The Committee approved Meeting Minutes of September 28, 2017 with corrections.

### III. Old Business

#### a. Workplace Mental Health Toolkit

Phill reported that we've received some of the promo materials from CauseWave to be used next year with the recruiting process. The promo materials will be sent to the Committee for review. There were three versions designed and they will be developed and distributed throughout the region. We are also looking at creating some short video ads for Facebook and collecting video testimonials from present pilots for recruitment purposes.

Phill then reported that feedback surveys are being compiled from the pilot sites and we are looking at opportunities for toolkit enhancement for January 2018.

The Coordinators also took the opportunity to provide their updates on the Mental Health Workplace Wellness Toolkit. Overall, all the pilot sites have been slow in the implementation of the toolkit.

Mary Maruscak informed the group that the Rural Health Network just convened a meeting with the Wellness Committee and came up with some action plans. She also reported that we have met with Cooperative Extension in Chemung County about implementing different things as a result of the feedback from the surveys.

Mary also relayed to the Committee that we are still without a pilot site in Delaware County and the challenge seems to be that there are so many levels in the county, they are not ready for wellness initiatives. If anyone is aware of an organization in Delaware that may be interested in the pilot, please have them contact Mary as it is not too late.

Jamie Hagenbuch reported that her pilot site is also at the slower end of implementing the toolkit. She also mentioned that there is a new insurance company that seems excited about learning how they can run the toolkit into their present workplace wellness program.

John Mazzello stated that we may want to look into some way of assisting organizations with prioritizing what they want as their time is limited. This may be something we want to add into the toolkit as assistance.

Jo DiFulvio stated that she continues to offer assistance to her sites and that Broome County has also been slow with the implementation of the pilot.

Also discussed was the Gina Chapman of American Heart Association and meeting was productive. They have a significant wellness initiative and bring together CEO's, etc. to speak about successes of local companies. They appear to be very excited about continuing conversations in 2018 and bringing in a mental health component.

#### b. Transportation Needs Assessment Pilot Project

The next item discussed on the agenda was the Transportation Needs Assessment Pilot Project. Phill informed the Committee that the project is presently in the data collection phase of the pilot and we are coordinating with Yvonne Johnston to begin analyzing and entering survey results. We will continue to collect survey until February 2018.

Phill then informed the Committee that we have also received approval for development of media around transportation and it is still under review. We are working with RVSA and hoping to get approval from Department of Health before the end of year to start running tv spots. Spectrum has agreed to run 250 spots in Ithaca, Binghamton and Oneonta so ads can hit all three of the counties. This is to raise awareness and understanding on how to get to doctor's appointments.

c. OASAS Kick-Off Meeting

Next Phill gave an overview on the OASAS Kickoff Meeting. He relayed that on October 25<sup>th</sup>, we had our kickoff for the OASAS Grant. Last Fall OASAS released funding and we applied and received the grant.

Approximately 50 people were in attendance for the OASAS Kickoff and began conversations about what are the high-risk areas that people have identified. We are looking at February for the next meeting. Based on the kickoff, February meeting should consist of dialogue around the language of addiction.

Phill mentioned that there may also be the opportunity to develop a symposium this summer regarding student athletes and addiction with Ben Nielsen as a potential partner in the region around sports injuries and the risks of using some pain medications.

Evan Heaney shared that Chris Herren, former NBA basketball player was in Broome County in September 2017 sharing his story of overcoming addiction and is scheduled to be in the area again where he will be providing two presentations and busing local students for one and providing a presentation to the community for the other.

Phill stated that he had a meeting with Tim Van Damme and he mentioned that they brought Tony Collins into Fingerlakes for some talks and it may be some interest in coordinating with Chris' presentations and having them both participate in some type of media event while they are both in the area.

Phill explained that as a part of the grant, we've set aside funding for supporting special projects, outreach, training, media, community education, etc. There are groups interested in running media campaigns and have had some conversation with organizations about matching funds. While the grant was only \$100k, we are looking at leveraging those dollars by partnering with others for additional funding.

## II. New Business

### a. Year 4 Work Plan

Phill informed the Committee that the Year 4 Workplan was submitted to the state and part of that including speaking to the workgroups regarding the meeting structure moving forward. There is some overlap on public policy, etc. and one of the things that we are proposing is that we have a media community awareness group, policy group, evaluation, and training workgroup.

There were no objections to the new meeting structure and workgroups from the Committee.

### b. Governance Structure

The Steering Committee Meeting will continue to convene on a bi-monthly basis. Meetings will be conducted on the first Tuesday of the month and will be open to anyone that wants to attend.

No objections were made regarding the Steering Committee schedule change.

### c. Draft of Year 4 Workplan

Phill then presented the most recent Draft of the Year 4 Workplan to the Committee highlighting the following:

- Convening a quarterly meeting of stakeholders interested in reducing health disparities, promoting health equity, sharing best practices, and improving population health outcomes.
- Convening a quarterly meeting of local health departments and hospital systems for the purpose of discussing community health assessments, community health improvement plans, community service plans, and to foster collaborative efforts around planning and program implementation.
- Securing a commitment from at least one primary care site to incorporate the transportation needs assessment tool into the practice site's workflow by June 30, 2018.
- Conducting a minimum of 3 Workplace Wellness Trainings over the course of the year.
- Conducting a minimum of 3 Blueprint for Health Equity Events over the course of the year looking at issues around structural racism.
- Supporting local municipalities in becoming age-friendly through the provision of a regional summit and ongoing technical assistance to help municipalities that are interested in becoming age-friendly.

d. Work Groups

Phill proposed disbanding the Transportation and Mental Health Workgroups to form the following workgroups:

- **Media/Community Awareness:** This workgroup will be responsible for developing press releases/news stories, sample social media content, and stakeholder engagement strategies. This workgroup will be responsible for developing and disseminating white papers on regional health priorities and for coordinating education of local, regional, state, and national decision makers with community partners.
- **Evaluation:** This workgroup will be responsible for assessing the implementation and effectiveness of ST PHIP activities, assisting with the dissemination of findings, and for developing strategies for replication of successful activities.
- **Training:** This workgroup will be responsible for developing and implementing activities designed to build capacity of local stakeholders. This includes but is not limited to Mental Health First Aid, SBIRT (Screening, Brief Intervention, and Referral to Treatment), Blueprint for Health Equity Events, and Workplace Wellness Trainings.

The Committee made no objections to disbanding the Transportation and Mental Health Workgroups and forming the new workgroups.

III. Adjourn

The meeting wrapped up and was adjourned at approximately 2:00 pm.

**Next Meeting: January 9, 2018 – 10:00 am @ Whitney Point**