**Oregon Action Coalition Minutes**

**Communication Workgroup**

**April 6, 2016**

Present

Dana Bjarnason Jana Bitton

Jake Creviston

Unable to attend

Rachel Richmond Susan Bakewell Sachs

Tonya Tittle Laura Dillard

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| Topic | Discussion | Action |
| Review Last Meeting Minutes | Minutes were reviewed.OAC Steering Committee members list not yet updated. Jana has turned over to Tom. | * Dana has received logos and forwarded to Jana.
* Jana to follow up with Tom regarding status of the membership list.
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| Announcements | Jana announced that she will be interviewed tomorrow by Channel 2 about the nursing shortage. HRSA is predicting a shortage in Oregon in 10 years of about 6000 nurses. Jana noted that nationally there is contradictory data that suggests a shortage will not be the case. | * Jana will try to mention OAC and the IOM-FON.
* Working with OCN to validate correct information about Oregon’s status re: shortage.
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| Update from the OAC Steering Committee | March meeting was canceled however Jana mentioned that she attended a webinar about the culture of health and will provide information about the link to the IOM-FON.Rene, Jake and Jana will be attending an RWJ conference about the culture of health. | * Jana to send information to workgroup members.
* Information only.
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| Quarterly Newsletter | March newsletter went out and Dana congratulated Jana and Laura for a great job.Jana reported that the newsletter went to 69 email addresses, was opened 561 times. Of the 69, 58% opened the newsletter. Top story was about Nurses on Boards followed by Rene’s feature. | * Jana will ask Edward Brewington regarding being the featured board member in the next issue.
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| Nurses on Boards Conference Marketing Plan | Dana reported that we are on schedule. Jana reported that 7 people have signed up for the conference.Jana has turned responsibility for the marketing plan over to the program coordinator who has been hired to support the grant (Kate Kaznowska).Next activity will be 4/30/16 with second distribution of the registration link as well as “press ready” information for Nurses Week, a press release to be sent to the Lund Report, Nurse.com and the Oregonian, as well as posting on the Campaign for Action website. | * Dana, Jana and Tonya to attend ONA on April 12 and distribute flyers.
* Jake would like to assist with the press releases. Jana will connect Kate and Jake.
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| Challenge – Join as Coalition Members | Dana noted that several new members had joined and are now featured on the OAC webpage. | * Continue to challenge colleagues to join.
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| Speaker’s Bureau/Letter to Groups | Dana suggested a change in approach regarding sending the letter to the current distribution list along with a challenge to join the OAC.Jana mentioned that Casey Shillum had a successful speaker’s bureau on an action coalition in California. | * Dana to revise the letter and send to Jana for distribution to the mailing list.
* Jana to invite Casey to attend the next OAC Communications Workgroup meeting on May 4, 2016 at 8:00 am.
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| Leap into Leadership | Jana attended a webinar about the campaign. It is disappointing that it appears the data collected will not be shared with the states due to privacy/confidentiality concerns. We had not planned our own survey associated with the grant as we had thought we’d get data centrally. | * Jana will continue to follow.
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| Next meeting | Next meeting 05/04/16.Call-in number: 1-866-730-7514PIN: 459598# | * Information only.
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FY 2016 Goals Communication Workgroup Goals

* Update OAC Steering Committee Membership List by February 2016
* 50 coalition members by December 2016
* 20 IOM-FON presentations by December 2016