

**Oregon Action Coalition Minutes
Communication Workgroup
April 21, 2015**

Present

Dana Bjarnason Jana Bitton
Susan Bakewell-Sachs Judith Ulibarri

Unable to attend

Christine Woolsey Carl Brown
Rachel Richmond Jessica Lenar
Janna Boren

Topic	Discussion	Action
Update from the 04-10-15 OAC Steering Committee	<p>Dana updated regarding the Membership Committee and a process to identify additional talents needed to round out steering committee membership.</p> <p>An update about a proposal and request from Jake Creviston regarding nurses on boards was provided. Jake requested that the Communication Workgroup develop “talking points” related to this work.</p>	<ul style="list-style-type: none"> • Information only. • Jana to send the proposal to the workgroup. • Dana will draft talking points from the current proposal.
Elevator Speech	Dana reported that the Steering Committee accepted the recommended elevator speech developed by Judy and Christine.	<ul style="list-style-type: none"> • Information only.
General Presentation	Need to finalize the presentation “tool kit” for speaker’s bureau presentations.	<ul style="list-style-type: none"> • Jana to complete a final draft by Friday, 4/24/15. • Dana suggested adding a slide about coalition membership.
Communications Support	Jana discussed an email received from the Action Coalition regarding support for RAC communications. The support is available for the next two months (April/May).	<ul style="list-style-type: none"> • Jana to respond to request feedback regarding: <ul style="list-style-type: none"> ○ Availability of talking points

		<p>regarding nurses on boards.</p> <ul style="list-style-type: none"> ○ Examples of communication exemplars connected to strategies (review our website for critique?). ○ Representation by the CFACT at our next Communications Workgroup meeting.
Speaker's Bureau	<p>The group discussed forming a Speaker's Bureau and all in attendance agreed to participate either as individuals or teams. Key groups for dissemination were discussed including civic organizations such as Kiwanis, Rotary, etc as well as potential outreach to OHSU campuses.</p>	<ul style="list-style-type: none"> ● Dana will draft a letter and go through the list Rachel developed to recommend targeted groups who may be interested in further information about IOM-FON and OAC. ● Presentation time would be maximum 30 minutes with PowerPoint/discussion ● Need to consider potential use of technology/webinars to access rural constituents.
Web Page	<p>The group discussed web page content and reviewed items that are now online including:</p> <ul style="list-style-type: none"> ● Steering Committee members, bios, photos ● Coalition Membership Application Form ● OAC Donation Link <p>It was suggested the following items be reviewed for inclusion:</p> <ul style="list-style-type: none"> ● History ● Charter ● Workgroup purpose and membership <p>The group also discussed the potential for posting strategic plan/goals/priorities.</p>	<ul style="list-style-type: none"> ● Information only. ● Jana to follow up with Leslie regarding status of the historical document. ● Jana to forward the charter for review. ● Dana to reach out to workgroup chairs for workgroup information and membership. ● Jana to discuss with Tom re: adding to the Steering Committee agenda.

Communication Workgroup Goals	<p>Jana suggested attaching goals to coalition membership and IOM-FON presentations:</p> <ul style="list-style-type: none"> • 25 coalition members by the end of 2015 • 5 IOM-FON presentations by the end of 2015 	<ul style="list-style-type: none"> • Goals established.
Next meeting	<p>May 19, 2015</p> <p>Call-in number: 1-866-730-7514</p> <p>PIN: 459598#</p>	<ul style="list-style-type: none"> • Information only.