**Oregon Action Coalition Minutes**

**Communication Workgroup**

**August 18, 2015**

Present

Dana Bjarnason Carl Brown

Christine Woolsey Judith Ulibarri

Susan Bakewell-Sachs

Unable to attend

Jana Bitton

Rachel Richmond

|  |  |  |
| --- | --- | --- |
| Topic | Discussion | Action |
| Update from the 07-17-15 OAC Steering Committee | **SIP Grant Update:**  RWJF accepted OCN’s offer to leverage Jana’s time (as approved by the OCN board) as matching funds for the SIP grant.  By using that time, and combining it with financial donations from OHSU, OHSU-School of Nursing, Legacy Health Systems, OCN and Dana B., the OAC now has $73,000 in matching funds.  The grant budget is being revised ask for $146,000 from RWJF.  OAC will be informed no later than the end of September if the grant is awarded. Funds are being requested for collateral marketing materials and website updates around nurses on boards resulting in areas of opportunity for the Communication Workgroup.  **Crosswalk Update**: Susan reported no further information about the results of the survey however does not think there was good response to it.  This led to discussion about the need for the Communication Workgroup to develop a robust email distribution list for communicating with constituents. | * Information only. * Susan will connect with Jana and Tom to review current status and develop next steps. Dana volunteered to participate in this endeavor. * Dana to discuss with Steering Committee regarding appropriate mechanisms for developing an OAC distribution list. |
| Web Page | **OAC Web Page** Update: The History, Charter, and PowerPoint are posted to the OAC webpage.  [www.oregonactioncoalition.org](http://www.oregonactioncoalition.org). On the right side is a “Quick Links” section. | * Information only. * Work will continue to create a robust webpage that can be moved to an OAC domain. |
| Use of and Clarification about mission, purpose and elevator speech | Deferred to next meeting. | * Dana to attach mission, purpose and elevator speech to next agenda for discussion about use. |
| Quarterly Newsletter | **Quarterly Newsletter:** Judy, Christine, and Jana met to discuss the newsletter. It will feature an article and Jake Creviston and his work with the Leadership Workgroup and a description of the OAC. . | * A draft will be forwarded to the workgroup on or about 8/25/15 with planned distribution in September 2015. |
| Speaker’s Bureau | Dana to develop a letter to send to nursing and civic organizations informing them about the opportunity to learn more about the IOM-FON. | * Check re: adding Speaker’s Bureau to the page/format. * Dana will add to the STTI Beta Psi agenda as another vehicle for communicating with distant constituents. * Dana to send slide for insertion in presentation to assist with meeting Communication Workgroup presentation goal of 5 presentations by 12/31/15. |
| Coalition Memberships | Dana suggested that all Communication Workgroup members visit the OAC webpage and complete an individual member form. | * Become a coalition member to assist with meeting our goal of 25 by 12/31/15 * Check with Jana re how to display on webpage. |
| Nurses on Boards | Dana reported that Jake had requested the Communication Workgroup develop an elevator speech for the nurses on boards work. This was discussed with the OAC Steering Committee and Linda Ray suggested that the Leadership Workgroup subcommittee develop the message and that the Communication Workgroup serve as the vehicle for communicating it. | * Dana to respond to Jake. |
| Next meeting | Next meeting 9/22/15  Call-in number: 1-866-730-7514 PIN: 459598# | * Information only. |