

Meeting Highlights—Conference Call—Campaign Update and Coordination
Live Like Your Life Depends On It
Monday, July 30, 2007, 1:30-2:15 PM

Participants:

Kate King, Central Mo Area on Aging Agencies
Joanie Shover, Independence Health Department
Holli Dodd, Johnson Co. Community Health
Joyce Hill, Mo Primary Care Association
Amanda Wagoner, Marny Bielefeldt, MediaCross
Johanna Echols, Mo State Medical Association
Barb Huddleston, Senior Services and Disability, Department of Health and Sr. Services
Jack Cartee, Medicaid Program, Department of Social Services
Gina Brinkerhoff, Care Improvement Plus
Marianne Ronan, Kansas City Chronic Disease Coalition
Deborah Markenson, Department of Health and Senior Services

Live Well Message Alliance Member Process

The Alliance welcomes members that want to help disseminate campaign messages and inform campaign implementation. The commitment form is on the website for anyone that has not already signed up. The Department of Health and Senior Services has recruited members from those agencies at a state, regional or community level that work with others within their network or area.

Current Planned Activities:

- Kate King, Central Mo Area on Aging Agencies (AAA), has shared information with all 10 AAA and has heard from nine of them. This network includes 264 senior centers that serve meals. Their plans include posting posters at the Senior Centers, distributing materials through events sponsored by the AAAs such as health fairs, and including a series of articles on each of the four priority topics: eat smart, move more, be tobacco free and get recommended health screening.
- Joanie Shover, Independence Health Department, plans to distribute fliers on the campaign to the doctors and pharmacies in Independence, include an article in their physician newsletter, use cable television, write a series of 10 articles for the local paper and display of materials at local health fairs.
- Johanna Echols, Mo State Medical Association, plans to include an article in their August newsletter going to 6500 physicians statewide, post the campaign information on their website, publish an article in Missouri Medicine, and do a direct mailing of the screening cards as soon as materials are received.
- Holli Dodd, Johnson Co. Community Health plans to post posters, include information in their newsletter, distribute fliers to physician's offices, share information with their local CHART group and partner with Central State Missouri University.
- Joyce Hill, Mo Primary Care Association is working with a faith-based coalition in the St. Louis area, and will share the materials with the Federally Qualified Health Centers.
- Barbara Huddleston, Division of Senior Services and Disability is contributing funding for materials used by the AAA network.
- Jack Cartee, Medicaid Program is encouraging their chronic disease improvement program contractor to distribute the materials.

- Gina Brinkerhoff, Care Improvement Plus is having the materials reviewed and approved by their cooperate office for co-branding and plans to showcase the posters at their assessment centers and share materials at 12 outreach events planned through September.
- Ronda Holman, Greater Kansas City Health Foundation will consider funding to support media in the greater Kansas City area.
- Marianne Ronan, Kansas City Chronic Disease Coalition, will share and distribute materials through their coalition efforts to the 100 neighborhoods participating in the Kansas City area.
- DHSS—will issue its news release 8/1/07, which has been approved by the Governor’s Office, is purchasing radio spots and select print ads.

Areas for coordination

Reviewed where there will be overlap for some events. Generally this will be reinforcing.

The Department will inform local public health agencies (LPHA) of activities that may be taking place in many communities so that, should they choose, the LPHAs can touch base with the respective partners at the local level and coordinate activities.

The Department is planning to coordinate a news conference at the end of August/first of September to highlight the campaign and welcomes participation and ideas.

General:

This campaign is in the experimental demonstration phase. The Department depends on alliance members to track what works and what doesn’t so that we can make system and distribution improvements before the alliance recruits additional partners

The core component of the campaign is to support the messages. The four priority messages are

1. Eat Smart
2. Move More
3. Be Tobacco Free
4. Get Recommended Health Screenings.

Alliance members can integrate and adapt the materials and approaches into their existing programs and services but it is requested that the core messages not be modified.

No problems were identified at this time. The materials should be on the Department’s website this week and printed materials available by the end of August.

The next meeting for the Live Well Message Alliance is September 25, 2007, Columbia, Mo. At this time, the Department is optimistic that there will be funding for the period October 1, 2007 through September 30, 2008. A large part of the meeting in September will address the continuation and expansion.