**Minutes**

1. **Welcome and Introductions/Roll Call**

Ms. Spurlin began call at 10:00 a.m. and welcomed participants

**Meeting Attendees**

***Members: Representing:***

Ms. Bridget Marburger and Ms. Tammy Stanfeild Huntsville Memorial Hospital

Mr. Bill Kelly and Mr. Robert Reed MHMR Authority of Brazos Valley

Ms. Ade Moronkeji Montgomery County Public Health District

Ms. Krystle Riley St. Luke’s

Mr. Phillip Nash, Ms. Doris Howell, Ms. Karla Blaine,

and Ms. Suzie Van Texas A&M Physicians

Ms. Cynthia Peterson Tri-County Services

Mr. Michael Smith Conroe Regional Medical Center

Ms. Angie Alaniz Texas A&M Health Science Center

Ms. Jennifer LoGalbo and Ms. Gina Lawson RHP 8

1. **Raise Performance – Focus Area and Open Discussion** 
   1. **November Spotlight:** Project Communication: Exploring Effective Communication Plans and Strategies

* Ms. Spurlin indicates that the anchor Team has received several inquiries regarding communication plans and strategies
* Many communication plans are in place at a system or organizational level, but they can also be implemented at the project level
* The information and resources shared in this call are geared for communication plans for DSRIP projects
  1. **Innovator Agent(s):** Sharing of information related to potential project communication plans and strategies.
     + - * A sample communication strategy was provided from the field guide on effective program communication put together by Johns Hopkins Bloomberg School of Public Health
         * The field guide was designed to provide practical guidance to those in a position to design, implement, or support a strategic health communication effort and be used as a steering wheel to guide a program rather than a spare wheel to be used when the program begins to fail or go off track.
         * The link for the full 308 page field guide was provided
         * The sample strategy outlined in the field guide resembles a PDSA cycle to continuously evaluate and improve communication
         * There are four steps in the sample communication strategy: analyze the situation, design a communication strategy, management considerations and evaluation
         * If a project has no communication plan in place then you start by analyzing the situation
         * If there is already a communication plan than you start with evaluation and let that inform the next round of analyzing the situation
         * With analysis you are trying to identify the chosen health issue and what information is currently addressing that health issue
         * This analysis will inform the communication strategy that is then created with consideration given to audience and objectives.
         * Then channels and tools are strategically chosen to best deliver the project’s key messages.
         * On the management side of the communication strategy, timelines, budgets and community partner mobilization are incorporated into the communication strategy.
         * Lastly, there needs to be a mechanism that evaluates the effectiveness of the communication plan
         * Ms. Spurlin reminds attendees that all DSRIP projects are required to have a continuous quality improvement component and this strategic communication plan could qualify
         * Ms. Spurlin introduced Ms. Jennifer LoGalbo, the Region 8 Anchor.
         * Ms. Logalbo shared a sample communication plan template and provided an overview of the template.
         * The goal of the plan is to define the communication requirements for the project and the information is going to be distributed.
         * The Communication plan can be as robust or scaled-down depending on the needs of the program
         * Key areas all plans should include:

Roles – defining who is responsible at each level

Project Team Directory – contact information for all persons involved

Communication Matrix – list of meeting types, frequency of meetings and objectives of those meetings

Guideline for Meetings – meeting minutes, running list of action items discussed

* Ms. LoGalbo clarified that the project sponsor listed in the template could be signed by the DSRIP project manager not an IGT entity
* Ms. LaGalbo also suggested using a RACI chart to add to the communication plan
  1. **Open Discussion:**
* Mr. Nash asked for a clarification of the difference between the action item list and the parking lot list
  1. Ms. Logalbo indicated that the action item list was the list of actions to be taken by people attending the meeting while a parking lot included all action to be taken even by an external party
  + Ms. Spurlin asked attendees to share any communication tips or plans they have implemented as part of the DSRIP projects
    1. Mr. Nash indicated that he could share a draft of a communication plan
    2. Ms. Riley indicated that her project uses a “one-pager” to promote their project
    3. Ms. Howell volunteered that all employees in the field sent a weekly report of activities to the project manager, who then summarized the information and distributed a weekly update to all employees

1. **Learning Collaborative Recap & Upcoming Events**
   1. Cohort Group Update
      * Ms. Spurlin thanked all who attended the Planning Call on Nov. 7th.
      * Ms. Spurlin asked everyone who has not already completed the tabletop pre-work to please complete and send to the Anchor Team.
      * The Anchor Team will send out a Doodle survey on Fri. Nov 14th along with the proposed kick-off meeting packet to determine suitable dates and times for the cohort kick-off meetings
      * Kick-off meetings will be held the week of Dec. 1-5 in Montgomery County.
   2. LC Discussion Group
      * The Discussion Group is live
      * The Discussion Group will become more active to distribute cohort updates and related information
   3. Monthly Calls & Newsletters
      * The November newsletter will be released by early next week.
      * Several providers reported issues accessing the October newsletter
      * Anyone who wishes to have another copy of the October newsletter should email the Anchor Team
2. **Next Steps & Adjourn** 
   1. Next call scheduled for Thursday, December 11, 2014 at 10 a.m.

**Have an idea/suggestion to share or topic to recommend for future Learning Collaborative calls, articles, or upcoming events? Hosting an event or celebrating an achievement you’d like featured in the newsletter or spotlight on a call? We want to know!** *Email the Anchor Team at* [*rhp17@tamhsc.edu*](mailto:rhp17@tamhsc.edu)*.*