

Pima County Board of Health  
Community Health Advocacy Committee Meeting  
Minutes  
December 7, 2011  
Room 1106, Abrams Building  
3950 S. Country Club Road  
Tucson, Arizona 85714

1. CALL TO ORDER:

Dr. Horwitz called the meeting to order at 2:05 p.m.

Mr. Schlueter called the roll as follows:

Dr. Brumm  
Dr. Fulginiti  
Ms. Gonzales  
Dr. Horwitz  
Ms. Trowbridge

A quorum was established.

2. MINUTES ADOPTION

- Adopt Community Health Advocacy Committee October 26, 2011 Minutes

The motion was made and seconded (Brumm/Fulginiti) that the October 26, 2011 Community Health Advocacy Committee Minutes be adopted as written. The motion carried.

3. PROPOSED BOARD OF HEALTH COMMUNICATION PLAN

Health Department Director Sherry Daniels provided a handout outlining a proposed communications plan. She wants to ensure the Board has information needed to respond to community members and intends to use some existing communication tools to keep the Board better informed. Communications were broken into two types, immediate communications and everyday business. Immediate communications will be made for more exigent circumstances and will include a phone call to the Board President and e-mails to the membership. The Board is viewed as an additional face for the Department and an additional conduit of information. Therefore, immediate communications will include speaking points in addition to a synopsis of the situation and Department response. Speaking points will be based on anticipated questions and on protocols rooted in Department experience with similar issues. Speaking points will help ensure the Department and Board are presenting the same information related to an issue. Everyday communications will be addressed through a Friday electronic summary that will draw from existing communications tools such as the Department's Weekly Communications Report, which is sent to the Communications Office on Thursdays, and Division Manager weekly synopses. The handout provided an example of the Weekly Communications Report and Ms. Daniels explained how the Report has links directly to its attachments.

Questions and comments related to communications included a request to know who to call if a Board member has a question and a desire to know about the Department applying for and being awarded grants.

The motion was made and seconded (Horwitz/Fulginiti) that the Committee endorse Ms. Daniels communication plan. The motion carried.

4. DISCUSSION OF POSSIBLE HEALTH ADVOCACY INITIATIVES AND DECISION ON WHICH ITEMS TO RECOMMEND TO THE FULL BOARD FOR ACTION

There was brief discussion on concerns about the State sweeping programs that typically impact health; however, the Committee determined they were not ready to endorse any specific initiative.

5. COMMUNITY HEALTH ADVOCACY COMMITTEE MEETING SCHEDULE

The Committee discussed that they did not necessarily need to meet in January.

The motion was made and seconded (Horwitz/Gonzales) that the Committee will meet at 2:00 pm prior to the regular Board of Health meeting in February, but will keep the option open to call a meeting in January if needed. The motion carried.

6. CALL TO AUDIENCE

Reporter Becky Pallack from the Arizona Daily Star was present and was asked what the best way was to communicate issues to her as a member of the media, to which she replied via e-mail.

7. ADJOURNMENT

The meeting adjourned at 2:57 p.m.