



CHW Coalition Advocacy Workgroup

AGENDA & MINUTES

3/19/2018 1-2 pm

In person: Utah Dept. of Health, Cannon Bldg. (288 N 1460 W. SLC, UT 84116) RM #128

Conference Call-In: 855-369-0445, code 800 766 745#

Meeting facilitated by: Bridgett Hanna

Attendees: Anna, Edwin, Courtney, Martha, Brittany

Agenda Items	Purpose	Discussion/Action Items (in purple)
1. Updates on other CHW Coalition activities, and research reports (Anna)	<i>Inform</i>	<ul style="list-style-type: none"> • Anna provided brief summary of other workgroup activities; noted Leavitt Partners’ white paper about CHWs may be available in early April. • Anyone interested in attending UPHA Section meeting with CHWs 6 pm Tues, April 24 – let Bridgett know and she will contact Oreta.
2. 3/14 Advisory Board approved Advocacy Strategy document (Bridgett)	<i>Inform</i>	<ul style="list-style-type: none"> • Ideally, when Anna or any workgroup needs communication/marketing assistance, they contact the Advocacy Workgroup. For example, for promoting a social event during the UPHA conference; sending a press release about the final Leavitt Partners’ white paper; or launch of a new CHW Coalition website.
3. Proposed Toolkit a) Review examples of branded material b) “Source” document contents and uses c) Fact sheet – review draft d) Letterhead – review two options e) Email header f) Logo guidelines	<i>Discuss and Decide</i>	<ul style="list-style-type: none"> • Discussed need for graphic designer. Ideas and action items: <ul style="list-style-type: none"> - University student intern? (Martha) - Primary Children’s marketing manager? (Bridgett) - Betsy, who created CHW logo? (Anna) - Bureau PIO staff person? (Anna) • Reviewed draft fact sheet and decided rather than just one, to create several fact sheets on specific topics that could apply to different target audiences. Brainstorm different topics and email to all for feedback; then add to April agenda. (Bridgett)



CHW Coalition Advocacy Workgroup

		<ul style="list-style-type: none"> Reviewed two letterhead designs and discussed merits of listing Coalition members. Group decided would be best to (1) work with Anna to review membership list; (2) draft a letter and form to get permission (for use of name and logo), as well as ask for letter of support; (3) re-create letterhead and logo sheet with list of members. Thank you Martha for taking on this project! Courtney described the UHPP’s “storybank” and all agreed this would be helpful for capturing CHW stories. She will demonstrate at our next meeting. Bridgett described “source document,” which is an Excel spreadsheet with a table of contents and tabs for all copy and graphics that would be used to create various documents. This “source document” would be accessible on the potentially new website for Advocacy members. Once completed, she will bring to a future meeting. Next step is to create plan document to capture details of toolkit contents. (Bridgett)
4. External/internal website (Courtney)	<i>Discuss</i>	<ul style="list-style-type: none"> Courtney is looking into free website creation options. This would possibly replace the EPICC web pages and include a log-in for Coalition members to access specific pages. She asked for help determining contents, graphic designer also helpful. Everyone, please email Courtney any links to great websites for other organizations, businesses, agencies, etc.
5. Co-chair nominations	<i>Discuss</i>	<ul style="list-style-type: none"> Deadline to submit names is April 30. <p style="text-align: right;">Next meeting: Monday, April 16</p>