

**COMMUNICATION PLANNING SESSION
SIERRA HEALTH FOUNDATION**

1 to 7 p.m. March 16, 2016

Sierra Health Foundation, 1321 Garden Highway, Sacramento

1 p.m. to 1:20 p.m.

WELCOME AND INTRODUCTIONS

We're collaborating to create a communication plan that will drive your work focused on reducing African-American child deaths in Sacramento County. This group includes experts from a variety of fields, and we'll ask you to showcase your expertise as it relates to the work of the committee in your introduction. Then the group will begin developing the plan for engaging policymakers and the constituents who can motivate them to take action. To develop this plan, we'll use a tool called the Smart Chart. It offers a practical approach that will help you put a successful plan in place.

1:20 p.m. to 1:35 p.m.

PROGRAM DECISIONS

Rather than planning communication efforts for the sake of communication, we want to root your efforts in your vision for change. We'll discuss what you're trying to do and define the vision and objective that will inform all communication efforts. This is where we'll use info from your homework!

1:35 p.m. to 2:15 p.m.

WORK SESSION & DISCUSSION

2:15 p.m. to 2:30 p.m.

BREAK

2:30 p.m. to 2:50 p.m.

CONTEXT

In this section of the plan, we will look at the context for your communication efforts as they relate to your program decisions and the committee's work. You will focus on both internal and external assets and challenges that will impact your communication work.

2:50 p.m. to 3:30 p.m.

WORK SESSION & DISCUSSION

3:30 p.m. to 3:45 p.m.

STRATEGIC CHOICES

Box three of the Smart Chart focuses on initial ways to identify and effectively reach the audiences most important to your efforts. We'll

consider the audiences' concerns, and we'll begin to develop messages that address those concerns. When we begin the work session, you'll focus on the efforts specific to each of your five strategic workgroups.

3:45 p.m. to 4:30 p.m.

WORK SESSION & DISCUSSION

4:30 p.m. to 4:45 p.m.

BREAK

4:45 p.m. to 5 p.m.

MESSAGING (continued)

We'll come back from the break to further focus on messages that will resonate. We'll introduce you to the concept of the message box, and then we'll begin to identify the right information for each of the four sections in the message box. Here again, you'll be focusing on the primary message for each of your five strategic workgroups.

5 p.m. to 5:30 p.m.

BREAK AND DINNER

5:30 p.m. to 6 p.m.

WORK SESSION & DISCUSSION

6 to 6:10 p.m.

COMMUNICATION ACTIVITIES AND MEASUREMENTS OF SUCCESS

Everyone gets excited thinking about social media, potential articles, special events and other such activities to communicate the work. We'll talk about what those activities could be for each of the workgroups and review the need to prioritize the ones that will be most effective for your audiences.

6:10 to 6:30 p.m.

WORK SESSION & DISCUSSION

6:30 p.m. to 6:40 p.m.

REALITY CHECK

Before you put your plan in action you need to ask yourself a few questions. Are your resources in line with your strategy? Have you chosen tactics that will move you closer to your objective? Have you planned out ways to measure progress? This final section of the Smart Chart will help you to be sure that you're moving in the right direction.

6:40 p.m. to 6:47 p.m.

PUBLIC COMMENT

6:47 p.m. to 7 p.m.

DISCUSSION AND QUESTIONS

7 p.m.

ADJOURN

Steering Committee on Reduction of African American Child Deaths

**March 16, 2016
1:00 p.m. – 7:00 p.m.
Sierra Health Foundation
1321 Garden Highway
Meeting Summary Notes**

Attendees:

Steering Committee Members: Pastor Alice Baber-Banks, Stephanie Bray, Debra Cummings, Ethan Cutts Captain Bobby Davis, Gladys Deloney, Paris Dye, Linda Fong-Somera, Diane Galati, Keith Herron, Chet Hewitt, Barry Loncke, Aliane Murphy Hasan, Kim Pearson, Gina Roberson, Tina Roberts, Essence Webb, Kim Williams, Natalie Woods Andrews

Center Staff: Kari Ida, Kindra Montgomery-Block, Madeline Sabatoni

Guests: Lynn Berkeley-Baskin (Sacramento Faces Race), Renee Williams (Children's Coalition)

Not Present:

Steering Committee Members: Robert Moynihan

Excused Absence: Pastor Robert Jones, Dr. Olivia Kasirye, Leslie Moore, Wendy Petko, Marlon Yarber

Meeting called to order:

Meeting called to order at 1:00 pm

This Steering Committee meeting was extended to accommodate the communications training from Spitfire Strategies. The purpose of the meeting was to develop a communications strategy and talking points about the Steering Committee. This was unrelated to the communications grant making that will help define the multi-media communications plan for the community.

Kindra Montgomery-Block gave an overview and purpose of the meeting. The presenters, Edit Ruano and Erin Hart, opened the floor for introductions.

Erin and Edit gave an overview of the SMART Chart tool and small groups discussed program objectives and design.

Erin and Edit presented on context impacting communications strategies. Small groups worked together to discuss internal and external assets and challenges. Following the small groups, ideas were shared with the whole group.

Erin and Edit discussed how to effectively reach different audiences as well as different types of messages. Small groups talked through different audiences for the Steering Committee and

potential messages. Each small group handed in their brainstorming notes on messaging. Kindra will work with the Spitfire team to further develop the communications strategies.

Public Comment

Lynn Berkeley-Baskin thanked the group for the opportunity to be a part of the training.

Updates and Next Steps

No updates.

Meeting adjourned

6:30 p.m.