

Healthy Pontiac, We Can!

Meeting Minutes

January 9, 2018

Members Present:

Karlton Akins	Oakland Community Health Network
Bonnie Balduf	Pontiac Public Library
Allyson Forest	Oakland University
Megan Fulton	Oakland County Health Division
Kathalee James	Friends of Pontiac Parks
Jennifer Kirby	Oakland County Health Division
Ayana Knox-Potts	Great Start Oakland County
Thomas Lawrence	T.G.L. Enterprises
Sonia LeDuff-Malone	Oakland Livingston Human Services Agency
Jennifer Lucarelli	Oakland University
Kelli Marshall	Blue Cross Complete
Monica Martinez	Oakland Livingston Human Services Agency
James McQueen	Lighthouse at Oakland
Kristina Ottenwess	Oakland County Health Division
Elizabeth Pare	Oakland University
Carla Roseman	Oakland County Health Division
Jarrett Sanders	Community Housing Network
Laurel Stevenson	Oakland University
Virginia Uhley	Oakland University School of Medicine
Jessica Williams	Oakland County Health Division
Melissa Ann Williams	Oakland County Health Division
Kermit Williams	Oakland Integrated Healthcare Network / Pontiac City Council
Kristen Wiltfang	OC Economic Development & Community Affairs
Trisha Zizumbo	Oakland County Health Division

Guests Present:

Arfah Anjum	Oakland University
Aliena Cassody	Oakland University
Jarrod D'Valentine	Oakland County Health Division
Lawrence Lanstra	Oakland County Health Division
Ashley McCullough	Oakland University
Maren McMahon	Oakland County Health Division
Mallory Metzera	Oakland University
Daniel Muncey	Oakland County Health Division
Hannah Oswald	Oakland University
Hannah Reagan	Oakland University
Venessa Salmo	Oakland University
Scott Stewart	Oakland Integrated Healthcare Network
Alex Urbanczyk	Lighthouse at Oakland
Bethany Ventline	Oakland University
Kristin Watkoske	Oakland University

Staff Present:

Shannon Brownlee	Oakland County Health Division
Signa Metivier	Oakland County Health Division

1. Introductions

The meeting of Healthy Pontiac, We Can! was called to order by J. Lucarelli at 1:05 p.m. on January 9, 2018 at The Resource & Crisis Center, 1200 N. Telegraph Rd., Bldg. 32E, Pontiac.

2. Approval of Minutes

Motion moved by T. Zizumbo to approve the minutes of November 14, 2017 as written.

Seconded by E. Pare.

Motion Carried Unanimously

3. Data: What? Where? How?

J. Lucarelli introduced data panel members Elizabeth Pare, Oakland University (OU); Scott Stewart, Oakland Integrated Healthcare Network (OIHN); and Daniel Muncey, Oakland County Health Division (OCHD).

E. Pare provided members with an overview of data and how it helps to tell an organization's story. She said there are two types of data, quantitative (numbers) and qualitative (word based) and provided handouts on how to visually show data and what visuals are best for each type of data. She also encouraged members to keep charts clutter free and think about what type of chart to use based on where you will be using your chart, online, paper, etc. E. Pare gave the example of how an organization may choose to use data. She said the data story should provide an understanding of the mission of the organization and the organization's mission in action, and all data should always point back to these two items. If the data doesn't point back you haven't told what your organization does or made a compelling argument as to why the organization is valuable.

S. Stewart informed members OIHN is a federally qualified health center that provides a range of health care services for underserved populations in Pontiac, Waterford, and Southfield. He said OIHN's area of service is continually growing and his focus has been to grow non-funder pools. Over the last two and one-half years they have grown their funds by three to four million dollars in federal, state, and local funding. He said the main reason they have been able to get the funding is because they tell a story and show their progress using data. At OIHN, they are very focused on data because they must provide a Uniformed Data System (UDS) report every year to the federal government requiring them to report on multiple data measures.

S. Stewart told members there are three things every grant funder wants to know: a) what is your needs assessment, b) what is your program's impact, and c) how are you evaluating your program data. He said logic models are very important when looking for grants because they show the impact you are looking to gain and how you can evaluate to make sure the impact is going the way it is intended. He informed members that often times when writing grants writers either overload with data or don't give enough data. In both cases your story is not getting told. He told members you don't want to make a problem seem too big because it might appear that you can't make an impact. Tell your story so you show your program is making an impact and the problem's not too large that the steps won't help. When grant writing, you must be strategic about what data you use. Data used in grant writing should be used to persuade someone to care enough about the program or the organization to provide funding. He told members to give the broad narrative of the problem they are looking to address, the solution, and the activities and action steps that will help resolve it. S. Stewart said funders can lose trust in organizations with inconsistent narratives. Grant funding is about building a relationship, and how you tell your story can result in grant opportunities.

D. Muncey informed members one of the biggest challenges for data is where to get it and which sources are reliable. Before it was defunded, data information was available from the Health Indicators Warehouse which provided a central location for data. He told members to keep in mind that there is always some lag time between when the data becomes available and its actual release. D. Muncey shared the Network of Care website which replaces the warehouse as a central data location. He provided members with an overview of how to use the site to locate data and where to find the data's source. He suggested always going to the actual data source sites to make sure the information is the most current data.

D. Muncey suggested calling sites if you are having trouble finding or displaying data. Most sites have staff available to help you. He also provided members an overview of the mapping site "<https://www.communitycommons.org>" which allows you to make a map using your data.

Discussion ensued.

Key points from discussion:

- Always go to the data source. Current and relevant data matters to granters.
- Compare sources for data to make sure they are accurate and consistent.
- Grant Collaborations: One on one relationships are key and the organizations missions must align.
- It's better to build a program and look for a grant than to apply for a grant to build the program.
- Do not chase grants or try to fit your organization into a grant.

4. Partnership Updates

T. Zizumbo informed members there is a Hepatitis A outbreak in Oakland County and vaccines are available at OCHD and through outreach clinics.

S. Brownlee informed members there are heart disease awareness posters available on the back table for members.

HPWC will begin strategic planning in the spring and S. Brownlee will be reaching out to members to do the collaboration multiplier which gives members the opportunity to let HPWC know what their organization is doing, what is planned for the future, and how it aligns with the goals of HPWC.

This spring HPWC will also be pushing out the Pontiac Community Survey which is done every three years. Data from the survey is used for grant writing and to inform the community.

Community Housing Network is hosting "Show Me the Money" a financial education program and community resource fair on February 24th.

E. Pare informed members the HPWC video, shown at the Holiday Potluck meeting, will be available to members after closed captioning and a logo update are completed.

An adult fitness station is being installed in Beaudette Park. Installation is almost complete.

K. Williams informed members the Martin Luther King Jr. Community March is Monday, January 15th at 8:30 a.m. from the Phoenix Center to McLaren Hospital.

OU Pontiac Partnership Early Childhood Group is showing "Resilience" on January 28th from 3 p.m.- 5 p.m. at the Crofoot.

J. Williams informed members HPWC will be piloting social media messaging in 2018. Many members received three sustainable and relevant messages, known as "Evergreen", on physical activity, nutrition, and smoking cessation. A PAL community event message was also sent. Feel free to share those messages, or any you see on HPWC, on your social media sites. If you have any posts you would like to see moving forward contact Jessica Williams. On the HPWC website under the Resources tab. there is a Social Media tab that includes a "how to" on posting to Facebook. All posts will be uploaded to the site for member access.

J. Lucarelli informed members the PAL winter programming is starting the week of January 14th. Basketball will be at Woodside Bible Church on Monday nights, cheerleading and tumbling will be continuing at Welcome Missionary Baptist on Wednesday nights. Two new sports, a multi-sport sampler for kids ages 4 to 8 and volleyball will be on Thursday nights at All Saints Episcopal Church.

The committee for the Pontiac Parks & Recreation Plan has hired a consultant to help update the plan and the committee will be launching a community feedback portion in early February. They are trying to schedule a meeting in each of the seven council districts. A community advisory team will also be created to give upper level feedback with regards to what the community would like to see with the parks. Late spring is the target for having the plan developed and ready to be adopted in summer 2018.

K. James informed members the 3rd Annual Park Cleanup is on April 28th in collaboration with the Leaders of the Future and the City of Pontiac.

K. Marshall told members Blue Cross Complete is always looking for sponsorship and volunteer opportunities for their Care Crew.

5. Adjournment

Being no further business, J. Lucarelli adjourned the meeting at 3:03 p.m. The next meeting is scheduled for 1 p.m. on March 13, 2018 at All Saints' Episcopal Church, 171 W. Pike St., Pontiac, 48341.

Minutes submitted by: Signa Metivier

Approved by: Shannon Brownlee