



## HH ALLIANCE Communications Task Force

<b>Date / Time:</b>	1/8/2020 11:30 – 12:30
<b>Location:</b>	Conference Call
<b>Conference Call Info:</b>	Google Conference Number 1-615-640-0161 PIN 877 743 491#
<b>Recorder:</b>	Eric

Invitees---**Bold indicates attendance**

<b>NAME</b>	<b>POSITION</b>	<b>EMAIL</b>
<b>Bonnie Subira</b>		bsubira@cmhshealth.org
<b>Laura Zarate</b>	<i>Chair</i>	lauraz@camhealth.com
<b>Eric Kotitschke</b>	<i>Secretary</i>	ekotitschke@lrhcs.com
<b>Shelley Chilton</b>		shelley@accesstlc.com
<b>Renee Jones</b>		reneej@venturapa.com
Sue Tatangelo		tatangelosue@gmail.com or sue.tatangelo@gmail.com
HHA and SNF Alternates		
Cindy Jordan	<i>SNF Alternate</i>	<a href="mailto:CyJordan@covenantcare.com">CyJordan@covenantcare.com</a>
	<i>HHA Alternate - need</i>	

<b>#</b>	<b>Topic</b>	<b>Action Items</b>
1	Review action items from previous meeting <ul style="list-style-type: none"> <li>Eric has not received the Community Health Needs Assessment</li> <li>Photos from Master Plan on Aging Forum</li> <li>Report from Master Plan on Aging Forum – committee discussed how to place our report (summary of October event) in the hands of elected officials. Committee discussed that a representative from and HHA, SNF, and Steering Committee member should deliver reports</li> <li>PDF Solution for Attachments</li> </ul>	-CHNA coming from Laura -Laura to send photos to Eric -Report distribution still to be determined  -Eric to resolve
2	Blog updates and analytics <ul style="list-style-type: none"> <li>Eric reports steady pace of use</li> </ul>	-Eric will report at each meeting
3	SCAN Grant 2020 <ul style="list-style-type: none"> <li>Laura updated the committee that the Alliance received an additional grant from TSF. Receipt of this grant has several implications; Alliance continues as a member of the Community of Constituents and may need to attend monthly calls and quarterly regional meetings. Alliance will be responsible for hosting another Master Plan on Aging Event in 2021. Alliance will need to send representatives to Advocacy Day in September</li> </ul>	-Shelly and Renee will share grant info with HHAs and SNFs respectively. -Laura to confirm if monthly calls and regional coalition meetings will occur in 2020 -Laura to discuss requirement to identify 3 strategies from the Greater Good Studio's report

	<ul style="list-style-type: none"> <li>● Committee discussed need to present this information at quarterly meetings to educate Alliance members about ongoing grant related activity. Desire is to involve more Alliance members in this activity.</li> <li>● Bonnie provided an explanation that TSF invests in community efforts and advocacy. The Alliance represents Ventura County in the regional coalition. Their goal is to hone our skills for advocacy about LTSS</li> </ul>	'Elevating Voices' to advance locally at the next meeting
4	Adding Task Force/Meeting Dates	-Eric to send invites
5	<p>2020 Goals - Committee discussed all goals</p> <ul style="list-style-type: none"> <li>● Increase use of Blog as a source of Alliance information</li> <li>● Highlight grant activity in which Alliance members are participating</li> <li>● Consider newsletter creation as a means of Blog notification – committee discussed options. Some concern was expressed about high e-mail volume. Agreed to create opt-in format and take signup sheet to next All Alliance meeting</li> <li>● Advocacy at state and local level - <ul style="list-style-type: none"> <li>○ Alerts at local level</li> <li>○ Possible Twitter deep dive</li> <li>○ <a href="http://www.areyoureadyca.org">@cacollablts</a></li> </ul> </li> <li>● Make Blog public – at Bonnie's suggestion, this was added as a goal. Committee will continue to discuss pros, cons and logistics of such</li> </ul>	<p>-All committee members to direct Alliance members to Blog</p> <p>-Eric to create newsletter and use Laura as a test case</p> <p>-Laura to Monthly look at Twitter and ^ website for Limon, Irwin. Jackson and BOS</p>
6	Dementia Friendly Training Tracking – reviewed Dementia Friendly training curriculum and that certification will enable businesses to have their name placed on a map. Reviewed 2019 goal to have all Alliance members trained. Renee states that VPA is trained and she will check on Coastal	<p>-Laura to reach out to Blair re training for Access TLC</p> <p>-Renee to check if Coastal has been trained</p> <p>-Bonnie to check with Blair to see if clinic trainings have been calendared</p>

**NEXT MEETING: 4/2/2020 3:00 – 4:00 conference call**