

## GCACH Communications Committee Meeting

### Meeting Minutes

March 18, 2019 | 11:00 AM – 12:00 PM | Teleconference

**Participants** Madelyn Carlson\*, Sandra Suarez\*, Joyce Newsom\*, Rubén Peralta\*, Carol Moser\*, Wes Luckey\*, Lauren Johnson\*  
 (\* denotes they called in)

**Welcome & Introductions** Madelyn welcomed everyone and thanked them for attending the meeting for the Communications Committee. Madelyn reviewed the agenda for the meeting and the 2-14 Communications Committee Meeting Minutes. Joyce Newsom motioned to approve the minutes, seconded by Dan Ferguson. Motion passed.

**Review Q1 Sponsorship Applications** Lauren reviewed the quarter one Sponsorship Applications with the group, one from Chaplaincy Health Care and the other from Cancer Pathways.

The End of Life Conference, hosted by Chaplaincy Health Care, is meant for attendees to gain a greater understanding of the complex issues in providing palliative and end-of-life care with the goal of decreasing avoidable hospitalizations and cultivating an awareness of quality care at end-of-life. Chaplaincy is requesting a \$3,500 sponsorship from GCACH for their event on October 18, 2019.

The When Cancer Comes to Work program offered by Cancer Pathways and hosted by People for People facilitates effective employee-employer navigation of cancer in the workplace. Managers, human resource professionals, patients, survivors, caregivers and colleagues are supported through this program’s offerings that navigate the breadth of issues that arise when cancer enter the workplace. The conference is requesting a \$5,000 sponsorship from GCACH for their event on May 7, 2019.

While reviewing the applications, several questions arose on both applications. Lauren will follow up with Cancer Pathways to request the following: an expansion on the event in relation to GCACH’s project areas, other organizations contacted for sponsorship requests, confirmation of current sponsorships and funds collected, and further explanation on budgeted line items. Rubén will follow up with Chaplaincy Health Care to request the following: an expansion on the event in relation to GCACH’s project areas, anticipated attendees, an explanation on the conference in relation to GCACH’s goals in terms of long-term impact, and a list of partners and their contributions. The group plans to meet again before the end of quarter one to discuss sponsorship fund allocation.

The group also discussed making revisions to the Sponsorship Policy, including:

- Adding a section asking for the applicant to note the event date
- Adding in a request to include an explanation on how each event directly relates to the GCACH project areas
- Adding in a section asking for anticipated attendees
- Adding in a request to write a short description for each budgeted line item
- Adding in a section to list any organizations that the applicant is partnering with to host the event

**Community Resource Directory** Wes and Lauren reviewed the front-end validation process for the Community Resource Directory with the group. The front-end validation process includes four different domains: OneDegree, 211

Front-End Validation Process	<p>Connecticut, WIN 211 and HealthBridge. The goal of this spreadsheet is to gain a better understanding of features GCACH would like included in the updated Community Resource Directory.</p> <p>The ACEs Campaign may put together consumer focus groups to discuss some of the proposals for the community-based campaign. There may be an opportunity to utilize the group to determine the importance of some of the features listed on the validation process.</p>
ACEs Taskforce/ Campaign Update	<p>Rubén gave an update on the ACEs and Resiliency Campaign Taskforce. The group met for the first time on Friday, March 15<sup>th</sup>. The 25 attendees reviewed data showing needs in the GCACH region and discussed the general direction for the campaign; focusing on a community approach, resiliency, positive childhood experiences and supporting programs that are already established. The group also decided to form a sub-committee to finalize the Charter.</p>
Adjournment	<p>Madelyn concluded the meeting by thanking all for attending. Meeting was adjourned at 12:04 pm.</p>