

GCACH Communications Committee Meeting Meeting Minutes

March 29, 2019 | 3:00 PM – 4:00 PM | Teleconference

Participants Madelyn Carlson*, Dan Ferguson*, Joyce Newsom*, Fenice Fregoso*, Rubén Peralta*, Carol Moser*,
(* denotes Wes Luckey*, Becky Kolln*, Lauren Johnson*
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 3-18 Communications Committee Meeting Minutes. Lauren noted that the group did not motion to approve the 2-14 Communications Committee Meeting Minutes. Joyce Newsom motioned to approve the 2-14 Minutes, seconded by Dan Ferguson. Motion passed. Madelyn Carlson then motioned to approve the 3-18 Minutes, seconded by Joyce Newsom. Motion passed.

Review Updated Q1 Sponsorship Applications Lauren reviewed the updates to the quarter one Sponsorship Applications with the group.

The group began the discussion on the Cancer Pathways Event: When Cancer Comes to Work. Their updated Application included additional information on how their event relates to the GCACH project area: chronic disease prevention and control. Within their description, they explained that chronic disease, such as heart disease, cancer, and diabetes are the leading causes of death and disability in the United States. GCACH had also requested information on additional organizations contacted for sponsorship requests, to which Cancer Pathways responded with a list of over 100 organizations. Lastly, in response to a further request, Cancer Pathways added line items to their outlined budget for clarification on the allocated funds. In an effort to maintain equality, GCACH staff recommended a sponsorship of \$3,500 for the When Cancer Comes to Work Conference, contingent upon the submission of the post-event report and a mutual understanding between GCACH and Cancer Pathways that if the event does not occur, funds must be returned to GCACH. Dan Ferguson motioned to approve GCACH's recommendation as presented, seconded by Fenice Fregoso. Madelyn Carlson and Joyce Newsome abstained. Motion passed.

The Communications Committee then discussed the Chaplaincy Healthcare's Event: End of Life Conference. Their updated Application included additional information on how their event relates to GCACH's project areas: transitional care and chronic disease prevention and control. Within their description, Chaplaincy Healthcare explained that poor end of life conversations and advanced care planning in Benton and Franklin counties are part of the reason of increase hospital readmissions. They also explained their conference will give practitioners the tools to have tough conversations, with expectant outcomes of respectable symptom management and support for caregivers and healthcare workers.

GCACH has also requested information on the following:

- Anticipated attendees, to which Chaplaincy Healthcare answered 150-175 people
- Long-term impact of the conference, to which Chaplaincy Healthcare explained the CME has proven to make an impact on advancing end of life practices in the community
- Additional partners contacted for sponsorship, to which Chaplaincy Healthcare provided the names of three local organizations.

GCACH staff recommended to fulfill Chaplaincy Healthcare's request to fund a \$3,500 sponsorship for the End of Life Conference on October 18, 2019. Dan Ferguson motioned to approve GCACH's recommendation as presented, seconded by Joyce Newsom. Motion passed.

The group discussed the need to create an Acceptance Letter prior to the release of funds including verbiage regarding the dollars GCACH is providing, requirement of a post-event evaluation, and processes if the event does not occur.

The group also reviewed the Communications Committee Charter to revisit the objectives of the Committee members. GCACH will review the Charter in its entirety, and add verbiage to include the quarterly Sponsorship Applications. The group agreed that moving forward, GCACH will review all Sponsorship Applications in their entirety and bring forward a recommendation to the Communications Committee for approval.

Adjournment Madelyn concluded the meeting by thanking all for attending. Meeting was adjourned at 3:52 pm.

DRAFT