



Partnership for a Safer Maryland Steering Committee Meeting

Tuesday, January 19, 2010

2:00pm-4:00pm

Minutes

In Attendance: *Board of Advisors:* Angel Bivens; *Steering Committee:* Michelle Atwell, Joe Gillian, Jeremy Gunderson, Marla Johnston, Eileen McDonald, Erin Reiney, Harry Rhule, Marie Warner-Crosson, Myra Wieman; *DHMH:* Jade Leung, Jane Talbott

Regrets: Jackie Milani

1. Welcome and Introductions

2. Old Business

-The nominations of Dr. Gordon Smith and Dr. Adil Haider to the Board of Advisors were approved via email since the last meeting. After further review of the By-Laws it appears that the Board of Advisors is ultimately responsible for voting in new Board members, after the Steering Committee's approval. Therefore both of these names, along with Joan Stine's name, will be placed before the Board at their annual meeting on Monday, February 8th, for final confirmation.

-Marie is continuing to work with the State Fireman's Association to find a replacement for Mr. Paul "Bobby" Balta. One name that has been discussed for the nomination is Mr. Doug Alexander.

3. New Business

A. February 8th Quarterly Meeting

-Each small group gave a report on how their team has progressed and what they will present at the February 8th meeting:

- Interpersonal Violence- Marla Johnston shared the group's fact sheet, which is geared towards the media. The presentation for the 8th is already in development, and includes information learned from the WHO and CDC on the ecological model of violence prevention.
- Falls- Jade Leung shared that her team developed a fact sheet on falls, but after looking at data across all ages, they decided to revise the fact sheet in order to focus more specifically on older adults. The group plans to produce a series of fact sheets that focus on different risk groups: working adults, and then perhaps children. For its marketing plan, the group decided to promote a DVD produced by Carolyn Fowler using DHMH mini-grant funds. The DVD is designed to train first responders to recognize and address fall risks in the home when they are responding to emergency calls. The group is meeting again on February 12th to hear a presentation from Carolyn about the DVD and hope to receive funding to replicate the program across the state. Marie Warner-Crosson shared that she is also working in falls and is creating a display using CDC fall prevention materials and she will bring it on February 8th. Erin Reiney announced that DHMH is

applying for a two-year Prevention Specialist through the CDC who would be focused 100% on fall prevention.

- Poisoning- Angel Bivens shared that her team decided to springboard off the efforts of the Board of Pharmacy in addressing acetaminophen use in adults. The group's fact sheet is focused on adults and speaks to the importance of taking only the recommended dose due to potential liver damage. The group hopes to partner with Medical Assistance MCOs and HMOs to produce and send out the fact sheet to clients. One challenge that the group has had with the fact sheet is accurately describing the risks of acetaminophen overdose in language appropriate for the target audience. The group made some suggestions about how to bring the reading level down a bit further, and it was decided that the document will be sent to a health literacy expert at DHMH for an attempt to revise the language. This same offer was extended to all the other groups if they would like support in being sensitive to health literacy. Also, the poison group will revisit recommendations for acetaminophen for children and infants. Instead of including specific guidance in this fact sheet, which is focused on adults, the team may decide to direct to another resource for that information.
- Motor Vehicle Crashes- Jeremy Gunderson updated the group on his team's decision to focus on distracted driving. After much consideration about what the Partnership could do, Jeremy and Michelle Atwell worked on marketing plan that would target a newer highway safety foundation in the state currently looking for projects to work on. They wrote up a mini-grant proposal, and the fact sheet was designed to be a primer in distracted driving for someone who's never been involved with distracted driving before. The fact sheet would be used to accompany the mini-grant proposal. Jeremy passed around the mini-grant proposal. Marie commented that she had been able to review the proposal and thought it was well done; she had some concerns, which mirrored the feedback previously submitted to Jeremy by Erin. Marie also wondered whether the projection advertising component of the campaign may actually cause distracted driving. Jeremy explained that this technique is being used on Super Bowl Sunday in a campaign to prevent drunk driving, and they will have information about this strategy's impact on driving distraction before our next meeting. This proposal will be presented to the Board of Advisors at their annual meeting on February 8th for decisions about how to move forward.

-It was decided that the February 8th Board meeting would run from 1-2pm, and the Quarterly Meeting would immediately follow. Each team presenter will have 30 minutes for the presentation. Erin will send out registration forms and coordinate RSVPs. Marie will reserve a room at MIEMSS for this meeting at no cost to the group.

B. April 27th Quarterly Meeting

-Erin announced that three speakers have been confirmed for the event.

- *Promoting Safe Behaviors: How can behavior change theories help?* will be led by Dr. Andrea Gielen from our Board of Advisors and the Johns Hopkins Center for Injury Research and Policy

- *Adding Power to Our Voices: Framing Messages in Communicating About Injury* will be led by Kavitha Muthuswamy who is being sent to Maryland from CDC Headquarters for the event.

- *Media Advocacy: Getting your issue covered* will be led by Dr. Elizabeth Edsall Kromm, a Senior Advisor at the Howard County Health Department and instructor for the Health Advocacy course at the Johns Hopkins Bloomberg School of Public Health

-At this time it appears that all speakers will be providing their services free of charge to the Partnership.

-Jane Talbott explained that she will be encouraging her team of local health department injury prevention coordinators to attend and to bring their local public information officers. This should be a well-attended event.

-Marie offered to find a free location for us. Particularly of interest is the Howard County Fire Hall, as it is a large venue and also fairly central and easy to locate. She will report back to the group about its availability.

-The group decided on the following tentative agenda for the event:

9:00am	Dr. Gielen's session
10:00am	Kavitha Muthuswamy's session
Noon	Lunch
1:00pm	Dr. Kromm's session
2:30pm	Closing Session
3:00pm	Adjournment

-DHMH expects to be able to provide lunch and meeting materials for the event.

C. Interest Group Reports- already covered in the discussion about February 8th.

D. Board of Advisors Agenda

-One agenda item for the Board of Advisors meeting on February 8th is a proposed MOU with the Center for Healthy Maryland (CHM) as the group's fiscal agent. Copies of the draft MOU were passed around for review.

-Harry Rhule brought forward a concern that the current language potentially could be misinterpreted and the total percentage that CHM would extract from our grants would be 20%, instead of 10%. This will be corrected in the next revision.

-Jade Leung shared an idea that the MOU should include statement that the Partnership collects a certain percentage of every grant as an "indirect expense"; this money would help support Partnership activities. Discussion ensued regarding funding sustainability for the group. It was unanimous that the Partnership will ideally become a 501(c)3 non-profit organization sometime over the next 18 months, and Jeremy suggested that the Maryland Association of Nonprofit Organizations (MANO) may be able to provide guidance on this process. This may also inform how we structure the MOU with the Center for a Healthy Maryland, so the Steering Committee decided to defer the discussion to the Board of Advisors. Erin will contact MANO to see if they can send a representative to the February 8th meeting.

-The Board will also need to decide the protocol for awarding contracts under grant funds that we receive. For example, we may need to set up a bid process for contracts over a certain amount.

E. Strategic Planning Document

-Erin will email everyone the latest version of the “Strategic Planning Document.” All Steering Committee members are asked to review this document and be prepared to discuss it at our next Steering Committee meeting.

F. Bi-Annual Injury Prevention Program Awards

-The Awards will be given at the Annual Summit to be held in May or June of this year. Nomination forms from previous years are needed in order to open the nominations across the general membership.

-All Steering Committee members are asked to brainstorm programs, individuals, or organizations they would like to nominate.

4. Other Business

-The first Quarterly Meeting of the calendar year is designed to be the “annual business meeting” and is the time in which new Steering Committee members can be approved by the general members. Jeremy Gunderson’s first term as a steering committee member expires in February of 2010. Erin nominated Jeremy to the Steering Committee to serve a second term. Marla seconded the nomination, which passed: Yes- 9, No- 0.

-Erin announced that the Johns Hopkins Center for Injury Research and Policy will be presenting a briefing to a Senate committee in Annapolis on Wednesday, January 20th. Also, DHMH’s project with the University of Maryland Legal Resource Center is almost complete and two reports detailing promising injury policy agendas will soon be available.

-The next Steering Committee meeting will be on **Tuesday, March 16th at 10am** at MIEMSS.

5. Adjournment