

Sitka Health Summit 2008
Planning meeting
March 11, 2008

In attendance: Margaret Andrews – Center for Community; Elisabeth Crane – SCH, Moe Chaudry - SCH, Gus Adams – BIHA, Charles Bingham – SEARHC, Kendra Pounteney - SEARHC, Doug Osborne - SEARHC, Penny Lehman – Public Health, Grace Brooks - SEARHC, Gretchen Clarke – SEARHC, Heather Crondahl – SEARHC, Michael Jenkins - SEARHC, Carol White – Premera, Paula Scott – Scott Insurance.

Review of Vision and Goals:

Part of the mission for today's meeting was to update other interested parties in the planning progress. The group reviewed the summit's vision and goals, as well as the priority areas that came out of the 2007 health summit. These can be found on the website at www.sitkahealthsummit.org.

Keynote Speaker

The featured speaker for the 2008 Summit will be Dan Burden – Director of Walkable Communities. He has worked in several places in AK. Committee explained to him that we want to use socio-ecological model (the roles of lots of different entities in making something happen) and a broad scope for a sustainable community design. www.walkablecommunities.org

He'll be arriving Tuesday, May 13 in the evening; do a radio program and newspaper interview Wed morning, walkability study of Sitka on Wed afternoon (survey done while walking, not just a focus on pedestrian friendly aspects); Keynote at community dinner Wed night.

Recap of keynote on Thursday, then he will lead our community planning process Friday morning he will lead the policy makers breakfast, focusing on the role of local policy-makers in moving efforts forward.

There were some questions about whether the policy makers breakfast was just for City employees, or to include the state delegation and the policy makers from other local entities, e.g. business leaders. The committee needs to make definite decisions.

Schedule of Events

Wednesday: community dinner Starting at 6, at Hames Athletic & Wellness Center; expecting 250 people; halibut dinner, \$8-10 per person; power point presentation on State of Sitka's health, awards ceremony, Dan Burden speaks for 1/2 hour, at the very end, talk about progress on last year's priority areas; plug for Thursday's community planning process. Penny is leading the awards committee – nominations for individuals or businesses can be sent to her.

Thursday, roughly 9-3 – Dan will speak, committee does recap of how the process will work (and how it worked last year); goal is to have at least 60 people present that represent Sitka's demographics. The discussion will be facilitated through areas of interest to determine priority areas for next year. Includes lunch; morning is recap and gathering ideas; afternoon is planning process.

Friday morning – breakfast for policy-makers: last year was combination of public policy and private policy makers (policies for their own organizations); not either/or, but both. Emphasis on bringing city leaders along and their responsibility for wellness of the community. Inclusion of hospitals and school district seems appropriate.

The group again discussed whether to limit the breakfast to a focus on city employees; in the end they decided to try and have Dan lead a one-hour city staff meeting.

Carol and Paula work with the Sitka Wellness Team – ask them for help in inviting people to policy makers breakfast.

Paula and Carol voiced some concerns about the direction of the agenda. They emphasized the need to have the employers involved and make sure it meets sponsors' needs. The group discussed the possibility of also having a separate work-site managers meeting on Friday, similar to the city employees meeting, to address specific concerns and ideas for them.

nutrition as a priority area

One attendee mentioned that he has particular interest in focusing on nutrition as a priority area at this summit. Matthew reviewed the notes from the very first planning meeting and verified that several people at that meeting indicated a similar interest. But the committee reminded this person that they aren't setting the 2008 priority areas before the summit – that's something that happens during the community planning session on Thursday. If community nutrition becomes a top priority area, that will be an area to focus on over the next year.

Committee members also point out that there is space in the agenda for more things to happen – an ancillary activity focused on nutrition is certainly a possibility. However, committee member emphasized that the planning committee would not be able to make those events happen – they have enough to do with the main events.

Two main messages from this discussion:

- Message is for people to come on Thursday and voice their priorities
- Need to make it obvious in marketing that this is community input for making a healthier Sitka – need to communicate that message better

Budget/Sponsors – budget in good shape; \$9,249 in sponsorships. Still need \$1,900; dinner tickets should cover that, free ads possible (not taken into account yet)

Ancillary Activities – so many other possibilities, but this committee cannot do it,

Save-the-Date cards: sent to people on the list last year (providers, policy-makers,
Need to send to sponsors! (double-check with list – Grace will send out the list)

Marketing idea: how many days lost through illness, provides incentive for employers to come.

- Do we need a marketing strategies committee?

Ads

Drop-dead date for ads to print program: Grace gives sponsors until April 10 to produce camera-ready ads.

Next meeting date:

March 28, 10 am, Sitka Community Hospital.

Agenda for that meeting:

Nail down the schedule details

Making sure the public knows how well-rounded Dan Burden is (not just walkability)

Logistics for set up/tear down – need helpers

Conference call between a few committee members and Dan Burden – make sure we're all on the same page

Participation: outreach/demographics, invites & reminders; soliciting award nominations

Tickets

RSVP

Program content