



**POPULATION
HEALTH TRUST**
ADVISORY COMMITTEE

Board of Health
Lisa Janicki, Chair
Kenneth Dahlstedt, Commissioner
Ron Wesen Commissioner

PHT Steering Committee Meeting

Monday June 10th, 2019 - 12:00pm-1:30pm
Skagit County Commissioner's Building, Copper Room

Members: Carol Hawk, Jennifer Johnson, Mary McGoffin, Bill Henkel, Kristen Ekstran, Connie Davis, Sonia Garza, Kevin Murphy, and Debra Lancaster

Absent:

Minutes

- Approved May minutes
- Kristen reviewed the Trends webpages with PHT members and asked members which option they considered was the best for the future of PHT.
 - Option 1: Minimal organizational change:
 - Push PHT to top of the list on left-bar, reorganize sub-categories: opioids, affordable housing, MCH, emerging priorities
 - Option 2: Trust leads more extensive overhaul of organization of data sets
 - Remove PHT as title on left, instead list key issues. Move all indicators to the left. Remove PHT page. Make PHT on the homepage.
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How do you envision the site's organization?

Discussion:

The committee discussed the benefits of the site, other possibilities and whether it was meeting our needs. Mary wondered: How is this data impacting our community? How many hits? Who is using it? Is it just PHT or are our partners using it? How many outside people using it? Through discussion, members reconfirmed the original goals for creating the Trends site and support for providing the community with local data in this format. There is a desire for the site to showcase PHT successes in order to bring people into our work.

Trust members discussed the layout of the side, view of homepage, and the message the Trust wants the Trends site to convey:

- Homepage/loading page should highlight the Trust and should have a health centric view.
- It was agreed by members that the current homepage does not tell who the PHT is and what it is doing in Skagit County.

- What is our goal? We want people to know and care about what we are doing? This should be reflected on the homepage.
- the map of the state is not needed.
- Include what our community is doing about health with links to PHT reports.
- Page should be made to look more interesting to viewers and have list of indicators in multiple places

Trust members decided to not have a ceiling on the budget and allow Kristen to negotiate with Dr. Jones regarding the changes to the PHT Trends website.

- Follow-up from June 6 Trust meeting
 - **Decisions on annual event** - Trust members agreed that the 1st week of May was a good time of year to hold the Annual Powerful Partnership event and decided to keep that timeframe for the event.
 - **Housing outreach next steps –**
What do we need to do to pull together the issues of Health and Housing?
 - An action idea is needed with a key message
 - What is key message?
 - What is the outcome of the discussion we want to have?
 - Using the video to educate the community and by sticking with the issue that this is a health related story will be more effective than focusing on homelessness. Include stigma reduction in discussions.
 - Share that there is a SCOG plan but not delve into it – beyond our expertise
 - Trust members need to know what to say in order to have a reasonable conversation. Need talking points
 - Trust members need a call to action. Holding each other accountable to go out and have conversations in the community to beat stigma and bring to light the needs of the community with government officials and community individuals.
 - We need to think outside of the traditional committee forums
 - It was discussed to have a small group of people to brainstorm and create a draft of the presentation that Trust members will use.
 - Thomas Boucher has good ideas about the use of social media to get a message out.
- Looking ahead
 - Equity contract – Tammy Dee from Cascadia Youth Mental Health is preparing an overview of equity models that will work for the trust and has narrowed it down to five. At the July (7/8) Steering Committee, Tammy Dee will share these equity

models, the intersections, and demonstrate how they might be used. In August, we'll bring the discussion to the full Trust with an intent that members will choose one of these models.

- Discussion of PHT identity, values, and how we function in relation to equity as preparation for several potential approaches
 - Review of highlighted “tools” related to internal approach, advocacy and workgroups
- Dr. Jones contract includes two speaking visits built into the budget. Discussion about inviting BOH, resident medical students, college & HS students that would be interested in this data.