

State of Florida Department of Health  
Bureau of Family and Community Health  
**Healthy Start Redesign Committee (Steering Committee)**  
**August 2, 2011**

**Meeting Minutes**

Attendees:

Kris-Tena Albers, Florida Department of Health, Division of Family Health Services  
Fred Leonard, Healthy Start Coalition of Manatee County, Inc.  
Patricia McWhirter, Healthy Start Coalition of Osceola County, Inc.  
Annette Phelps, Florida Department of Health, Division of Family Health Services  
Cathy Price, Florida Department of Health, Division of Family Health Services  
Bill Sappenfield, Florida Department of Health, Division of Family Health Services  
Shelley Robertson, Robertson Consulting Group  
Karen Coon, Florida Department of Health, Division of Family Health Services  
Judi Vitucci, Healthy Start Coalition of Pinellas, Inc.

**Topic: Communication updates**

Steering Committee members reported on the dissemination of the one-page communication update. It was distributed to the Subject Matter Expert committee, to the additional experts, to Healthy Start Executive Directors, to FDOH staff, at FAHSC, and to County Health Departments. Attendees also discussed the input received at the recent FAHSC meeting, including the collection of Best Practices; the request for a timeline; and concerns, solutions, and benefits.

Best practices currently being implemented in coalitions: Shelley has written up the responses and will send to Judi (copying the entire Steering Committee) for Judi to distribute to Healthy Start Executive Directors.

Request for a timeline: Shelley provided a graphic timeline; the committee decided that a Gantt chart that showed the overlap between tasks, the beginning and ending dates, and the places for committee input would be a better communication tool. Shelley will send a draft for review. The revised timeline document will be sent with the next one-page communication update.

Concerns, solutions, and benefits: The attendees at the FAHSC session identified concerns about the redesign process, possible solutions to those concerns, and benefits of the redesign process. The three most prevalent concerns were data issues, the diversity of coalitions and their focus, and the change process itself. Attendees discussed identifying where in the redesign process the concerns would be raised. Shelley will propose responses/where concerns will be addressed for the committee to review. The Steering Committee members also decided on the following communication strategies:

- Develop a list of Frequently Asked Questions (FAQ).
- Put the original RFP, 1 page communication updates, the revamped timeline document, and FAQs on the DOH Healthy Start Page.
- Put a place on the DOH Healthy Start page where stakeholders can submit an email to an account at snrobertson.com. They will receive an auto reply noting the concern will be communicated to the Steering Committee and/or will be addressed in the FAQs, which will be updated periodically. The email will also redirect them to the HS website to look for updates. Shelley can then summarize comments for the next Steering Committee meeting.
- Include how the concerns will be addressed in the next one-page communication document.

### **Topic: Gathering information**

At some point, we will need to collect information on the Coalitions about their focus, scope, and capacity. The best process will be as follows:

- Announce the effort on a future ED conference call and note the importance of responding
- Use a survey tool to collect data
- The FAHSC Systems committee can help with reminders

Shelley will identify information needs – looking forward to the implementation plan task of the redesign process and the monitoring plan task of the redesign process – and present to the Steering Committee for their review prior to developing a survey.

### **Topic: Any issues?**

Participants next discussed any issues that are/could impact the process. The only issues raised is the impact of the legislative session next spring. After discussion, attendees noted the importance of everyone communicating the same message about the redesign process. The FAHSC Legislative Committee is already working on a legislative communication piece and will incorporate a consistent message about the redesign effort.

### **Topic: Communication Message**

The communication message from this meeting is that the redesign effort will continue to collect input in a proactive way and that concerns will be discussed and will be addressed.

**Next meeting**

**The next meeting will be the first week of September; date to be determined by survey.**

**Next steps and follow up**

- Shelley to revise the one-page timeline summary to a Gantt chart.
- Shelley to send the Best Practices document to Judi, copying the rest of the committee, for distribution.
- DOH to create a place on the HS webpage for the redesign process.
- Shelley to draft how to address concerns/FAQ for the committee to review at the next meeting.
- Shelley to identify information needs from the coalitions for review at the next meeting.