

# November 7 – Welcome to the PartnerSHIP meeting!

- Closed captioning is available – select CC from your menu bar.
- Spanish interpretation is available. All attendees asked to select the Spanish or English channel following announcement.
- Members of the public invited to introduce self in chat/in room
- No formal public comment period will be held. Public invited to comment in the chat and/or email [publichealth.policy@state.or.us](mailto:publichealth.policy@state.or.us).

PUBLIC HEALTH DIVISION

Office of the State Public Health Director

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# Meeting supports

- Nhu To-Haynes – Facilitation
- Cara Biddlecom– OHA staff support
- Mitike Lyons – OHA staff support, slides
- Charina Walker – Time
- Amanda Spencer – Notetaker

# Plan for the Day

- **1:00 – 1:15 pm** Welcome and introductions
- **1:15 – 1:45 pm** Finance Committee and HTO Seeds
- **1:45 – 1:55 pm** Stretch break
- **1:55 – 2:25 pm** HTO Communications focus group findings
- **2:25 – 2:50 pm** Legislative session process
- **2:50 – 2:55 pm** Charter, subcommittee & membership discussion
- **2:55 – 3:00 pm** December agenda items

# Group agreements

- Step up, step back
- Welcome different communication styles
- Assume good intent/ Intent vs impact
- Use breakout rooms to air concerns - moments of ouch
- Use restorative justice practices – and share back outcomes with full group
- Commit to honesty and stay curious

# PartnerSHIP Introductions

- PartnerSHIP members share name, pronouns, agency/communities you represent and to answer one quick question:

Now that the season of gathering with friends and family is here, what is your favorite family dish that you serve?

# Finance Committee, HTO Seeds

# What is HTO Seeds

**Goal:** Story telling media campaign that aims to highlight the work happening across Oregon at a community level that aligns with HTO

**Ask:** CBOs and other CHIP partners share stories and communicate about HTO in their communities

**Reward:** Offered up to \$5,000 for communication activities

Communication	Cost
Post on social media	\$500/post
Share logo(s)	\$500/logo
Communicate about HTO on agency website	\$500
Message to listserv or newsletter	\$1,000
Create & share HTO related video or podcast	\$1,000
Public forum	\$2,000
Other communication method	negotiated

# HTO Seeds Last Cycle

## Strengths:

- High engagement from this set of organizations
- Commitment to work within limited time
- Worked closely with us as issues arose

## Challenges

- Real 3-month window, effectively 2-week window for activities
- Poor initial outreach, few orgs.
- Questions on implementation and qualifying activities: word count, translated social media, repeated content.

## Funded 5 organizations:

APANO

Douglas Latinas

Oregon School Based Health Association

Oregon Public Health Association

Project Access Now

**Invoiced for \$17,500 of \$20,000**



# Sample Content



Institutional Bias is a priority for [#HealthierTogetherOregon](#). OPHA convened the Oregon Health Equity Task Force which led the effort to get the Oregon Legislature to declare racism a public health crisis. [healthiertogetheroregon.org](http://healthiertogetheroregon.org)

**Project Access NOW**  
9m · 🌐

Did you know that Oregon has a statewide health improvement plan called Healthier Together Oregon? This plan identifies a common vision and shared priorities for what's needed to improve health in our state. We know that racism and inequity have damaging effects on health and impact access to basic needs such as stable and affordable housing, nutritious food, living wage jobs and quality education.

Learn more about the work being done statewide at <https://healthiertogetheroregon.org/>

[healthiertogetheroregon.org](http://healthiertogetheroregon.org)  
[www.healthiertogetheroregon.org](http://www.healthiertogetheroregon.org)

Instagram Log in Open app

**Healthier Together Oregon**

11 likes

**oregonsbha** One of Healthier Together Oregon's approaches to support youth health is expanding recommended preventive health-related screenings and interventions in schools. School-Based Health Centers (SBHCs) are an example of preventative services with resources on healthy eating, physical activity, healthy relationships, and mental health support. When students' well-being is positive, their academic success is more likely to also improve. Explore how Healthier Together Oregon is caring for our youth at <http://ow.ly/sg4Q50KVcul> #healthiertogetheroregon #sbhc #youthempowerment



## Healthier Together Oregon

Highlighting the work of OHA on their Healthier Together Oregon Plan today! They've identified 62 strategies to promote a healthier Oregon, one of which includes cultural work. APANO also believes that arts and cultural practices can drive profound political, social, economic, and cultural change. As one of our core strategies, Cultural Work mobilizes artists, cultural producers, and community members to amplify their voices, influence popular narratives, and build power. For more information about our programs and upcoming activities, check out [apano.org](http://apano.org) To read more about Healthier Together Oregon visit [their site](#).

Donate Today

# How do we want to shape the future of the HTO Seeds Project?

- **Audience** – Who is this for? Who are we missing?
- **Funding** – Do we want to adjust our funding? And if so, how?
- **Partners** -- New partners? Old partners? Who should we be connecting with?
  - How many organizations?
  - **Desired content** – What content do we want our partners to produce?
  - Do we want to create more restrictions or give more room for creativity?
- **Invite feedback on the process** – creating a method for evaluation and feedback?

# Stretch Break



# *Healthier Together Oregon*

## *Communications Audit*

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# *Project Background*

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# Focus Group Conversations

- ▶ Six Zoom-based focus groups/interviews
- ▶ Between August 18 and September 29, 2022
- ▶ 22 individuals participated
- ▶ From organizations such as:
  - County health departments,
  - RHECs
  - Other state agencies
  - CBOs
  - Tribes
  - Community-specific organizations (LGBTQ+, Latinx, Black, etc.)
  - From a geographically diverse representation across the state

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# Topics of Conversation

- ▶ HTO communications materials
- ▶ Familiarity and reactions
- ▶ Impressions of HTO in general
- ▶ Partnerships
- ▶ Relevance to participants' work

# *Observed/Reported Strengths*



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## *Observed/Reported Strengths of HTO*

- ▶ Inclusion of diverse communities
- ▶ Success stories from partnership organizations
- ▶ HTO materials used to justify, describe or report on work they were doing locally
- ▶ Participants reported materials could be useful to share with their community partners

# *Top Findings*

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## *HTO Awareness is Very Shallow*

- ▶ Many had heard of HTO
- ▶ But the majority were not familiar with its content
- ▶ Not immediately understood as the brand of the SHIP
- ▶ Partner involvement was greatly appreciated if not immediately apparent
- ▶ Most felt HTO had not been significantly promoted

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## *The Audience and the Ask of HTO are Unclear*

- ▶ “Who is the audience?”
- ▶ Lack of clarity dampened willingness to engage
- ▶ Most felt the language was not suitable for their constituents
- ▶ Participants did not understand what they were to do with material
- ▶ Higher marks for the description of the problem, than for the solution

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# *Participants are not Necessarily Seeking Partnerships*

- ▶ Participants pushed back at the assumption of partnership
- ▶ Most feel that they know the players in their areas of work
- ▶ For some the value of partnerships has diminished
- ▶ Many are still seeking partners to access those hardest to reach
  - E.g., those speaking uncommon languages, rural folks, those without tech

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## *It's a Challenge to Create Relevance at the Local Level*

- ▶ The vastness of HTO inhibits its community-specific connections
- ▶ Participants reported their focus and needs are more specific than most of what they see in HTO
- ▶ Participants noted power dynamic they'd like to see shift
  - Rather than what they can do for OHA, what can OHA do for them?
- ▶ Participants suggested OHA coming to them would be a good start

# *Recommendations*

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## Recommendations

- ▶ Bring the collaborations behind HTO to the forefront
- ▶ Consider how to make the action-steps clearer and more tangible
- ▶ Connect HTO to OHA activity at the regional/local level
  - Create presence physically at the local level
- ▶ Look for additional opportunities to promote HTO



# *Discussion*

# Legislative Session Process

Charina Walker

# HTO Budget Ask: What comes next

- \$15 million for HTO was included in the OHA Agency Request Budget (ARB) Find the 2023-25 ARB here: <https://www.oregon.gov/oha/ERD/Pages/Government-Relations.aspx>
- Incoming Governor will review ARB and submit their budget to the Legislature. This budget is the governor's proposal, not the final budget. Legislature will determine budget.
- OHA PHD will support the Governor's budget
- Community can advocate for the requested budget or additional funds

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# Future Charter, Subcommittees, Membership

Nhu To Haynes/ All

# December agenda items, Close

# Next Steps & Final Thoughts

Next meeting:

Monday, December 5

1:00 – 3:00pm

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