



Healthier Together Oregon

PartnerSHIP Meeting Minutes

November 7th, 2022, 1:00pm – 3:00pm

Meeting Objectives:

- Discuss the work of the Finance committee and the HTO Seeds project
- HTO Communications focus group findings from Coates Kokes
- Legislative update on HTO funding
- Updates on charter, subcommittees, and membership
- There will be no period for public comment

OHA staff and facilitators

Nhu To-Haynes, Cara Biddlecom, Mitike Lyons, Charina Walker, Sara Beaudrault, Dulce Sanabria, Amanda Spencer

Guest

Steve Kokes, Strategic Director, Coates Kokes
Christina Bertalot, Account Director, Coates Kokes

PartnerSHIP members ("x" indicates present)

Alisha Overstreet	X	Kimberly Lane	
Amy Thuren	X	Lily Tobita	
Andrew Hoeksema	X	Maria (Kalli) D Morales Donahue	
Ben Mendrin		Mica Contreras	
Carrie Prechtel	X	Monica Yellow Owl	
Cassy Martinez	X	Rachel Schutz	X
Connie Dillinger	X	Susan Blane	
Esther Kim	X	Timur Holove	
Jennifer Little	X	Veronica S Leonard	X
Jess (Jesse) Gasper		W. Kirt Toombs	X

Meeting recording available: <https://www.youtube.com/watch?v=aUoVXcqs1F8>

Intro and Announcements

- Nhu To-Haynes, *Facilitator*
 - Nhu introduced herself and welcomed the group.
- PartnerSHIP will be recruiting a couple of members to help work on facilitating public comments.
- PartnerSHIP members introduced themselves verbally.
 - OHA Staff introduced themselves in chat.

Finance Committee and HTO Seeds

Mitike Lyons, AmeriCorps VISTA, OHA

Presentation:

- HTO Seeds is a story telling media campaign that aims to highlight work happening across Oregon at a community level that aligns with HTO.
 - CBOs were invited to participate by sharing in the work they are doing in their communities that aligns with HTO.
 - CBOs were offered up to \$5,000 for communication activities.
 - Each communication method was awarded a specific amount.
- Five Organizations were funded in the most recent cycle:
 - APANO
 - Doulas Latinas
 - Oregon School Based Health Association
 - Oregon Public Health Association
 - Project Access Now
- \$17,500 funds were distributed out of the allotted \$20,000
- Strengths:
 - High level of engagement from the five organizations that participated.
 - Each organization was very responsive to emails, deadlines, and requests for submissions.
 - All five organizations were committed and motivated to complete their communication activities.
 - Organizations were willing to work closely with the PartnerSHIP as issues arose.
- Challenges:
 - Although there was 3-month window, organizations only had 2-weeks to complete their activities. This was in large part due to staffing changes at OHA.
 - There was a low level of engagement with initial outreach, and only a few organizations responded.
 - There were several questions on implementation and qualifying activities:
 - Word count
 - Translated social media
 - Repeated content

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- Considerations for future of HTO Seeds Project:
 - Audience
 - Funding
 - Partners
 - Invite feedback on process

Group Questions:

- Question: Was content created and then distributed to partners, or did partners create their own content?
 - Mitike: Seeds was created with community partners and was a collaborative process.
 - Cara: Organizations shared their alignment with HTO through social media. They used imagery and messaging from HTO. The intent was that they would also connect their own mission and goals to the work of HTO.
 - Question: What was the process for determining which organizations would be reached out to, and what was the process for choosing the five organizations that were funded?
 - Mitike: There were not many organizations interested in the seeds program, so all that wanted to participate were given funding.
 - Question: What was the process to reach out to CBOs? Were only organizations with established connections reached out to, or was there an attempt to reach out to other organizations as well? In the future, we may want to consider doing more outreach to organizations that the PartnerSHIP does not normally work with.
 - Nhu: There is a “go-to” list of CBOs that OHA often partners with, but it may be good to consider going outside of that for the Seeds project.
 - Question: Is HTO Seeds funding same as funding for policy/advocacy trainings/workshops? How was outreach done?
 - Nhu: Policy webinars happened last month (October).
 - Sara: Both HTO seeds and policy trainings were funded through PartnerSHIP’s annual budget which runs from October 1st of every year through September 31st of every year.
 - Cara: General outreach provided through various listservs that OHA has connection to. When there was not sufficient engagement from that general outreach, then OHA worked with their Community Engagement Team that has more connections to community organizations.
 - Due to a variety of possible factors, there wasn’t enough time to effectively spend the funds for HTO Seeds before the September 30th deadline.
 - Rachel: There was such a short timeline on funds, so Finance committee just wanted to try something, even if it wasn’t perfect. Perhaps next time the PartnerSHIP uses resources to develop and maintain a way of equitably soliciting CBOs to receive state money. While there were issues, this experience has given the opportunity to identify ways to improve implementation of HTO seeds and similar projects in the future.
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- Question: A lot of CBOs, especially in rural areas, may not have heard of HTO, so how do we make sure they are included in the future?
 - Nhu: HTO Seeds could be used as a way not only to have CBOs educate their communities about HTO, but also to educate CBOs about HTO.
 - Jennifer: It can be difficult to communicate HTO work and goals to community members and partners. It is also good to consider how local level health improvement plans relate to the statewide HTO plan.
 - Question: Why was timeline so short and rushed?
 - Sara: Second year of seeds project, been at same time both years
 - First year it was because budget had unspent funds, so HTO seeds project was created to quickly use unspent funds and to move forward on outreach and engagement priorities.
 - In the second year, the decision was made to have HTO seeds at the same time during the summer.
 - There is no requirement for the HTO seed project to be done in the summer. It could be started earlier in the year if that is preferred by the group to ensure more time.
 - Mitike appreciates feedback and will take this into consideration going forward and is open to continuing this conversation.

Discussion/Thoughts:

- There was a short timeline, from requests to submissions to selections to roll out, and that was not the best approach.
- In future, it may be better to take more time to socialite organizations, make sure that expectations are clear, and that make sure that the right CBOs are selected.
- Shifting the timing of Seeds to earlier in the year would make it easier to reach CBOs, especially those that may not have the resources to request funding.
- A lot of CBOs, especially in rural areas, may not have heard of HTO, so how do we make sure they are included in the future?
- It is important to keep track of who we are trying to reach, and who we are missing.
- When we do invite CBOs, how to we track success and how do we help CBOs when they do have issues?
- Also, these decisions made about HTO seeds should be brought to and discussed by the broader PartnerSHIP and not just the finance subcommittee.
- May want to review the form for the HTO seeds project as that could potentially be a barrier for some CBOs.

BREAK - 7 minutes

Healthier Together Oregon – Communications Audit

Steve Kokes, Strategic Director, Coates Kokes

Christina Bertalot, Account Director, Coates Kokes

- Focus Group Conversations
 - Six Zoom focus groups/interviews from 8/18/2022 to 9/29/2022
 - 22 individuals participated from organizations such as:
 - Count health departments
 - RHECs
 - Other state agencies
 - CBOs
 - Tribes
 - Community-specific organizations (LGBTQ+, Latino/a/x, Black, etc.)
 - Geographically diverse representation across Oregon
 - Topics of Conversation
 - HTO communications materials
 - Familiarity and reaction
 - Impressions of HTO
 - Partnerships
 - HTO's relevance to participants' work
 - Strengths of HTO
 - Inclusion of diverse communities
 - especially when describing health challenges
 - Participants "definitely agreed" that they saw themselves and/or the communities they worked with represented in HTO.
 - Success stories from partnership organizations
 - Participants wanted to see more success stories
 - Existing success stories were often not noticed
 - HTO materials used to justify, describe, or report on work done locally
 - Used materials and information from HTO to help show need for funding when applying for grants.
 - Referred to materials from HTO when talking about health equity in their communities to justify local work.
 - Materials could be useful to share with community partners
 - Shallow awareness of HTO
 - Many had heard of HTO but were not familiar with its content
 - Many were unaware that HTO is the SHIP
 - Partner involvement in HTO was greatly appreciated, though not immediately apparent to many participants
 - Most felt HTO had not been significantly promoted
 - Audience and Ask of HTO were unclear
 - Participants were unclear as to who was the intended audience of HTO
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- Participants felt material was not appropriate for their constituencies
 - If they were the audience, they were unclear about what they were expected to do with HTO
 - Lack of clarity on audience dampened their enthusiasm and willingness to engage with HTO
 - High marks were given for description of health problems, but not for how the solutions were described
 - High demand for solutions to be more relevant to their communities and/or localities
 - Participants are not necessarily seeking partnerships
 - Many expressed that the value of partnerships has diminished over the last year or two.
 - There can be a lot of work in setting up and maintaining a partnership and they don't always get the results they were hoping for.
 - Many are still interested in partners to access those who are hardest to reach.
 - Challenge to create relevance at local level
 - Vastness of HTO inhibits community-specific connections.
 - Participants' focus and needs are more specific than 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?
 - Suggested OHA coming to them more often would be a good start.
 - Recommendations
 - Bring collaborations behind HTO to the forefront
 - Participants received HTO more positively once they understood the collective nature behind how HTO was developed
 - Consider making action-steps and solutions clearer and more tangible
 - Connect HTO to OHA activity at local/regional level
 - Create physical presence at local level
 - Look for additional opportunities to promote HTO
 - Most participants mentioned not seeing any promotional material about HTO, while some said they saw only a single email about HTO.

Questions/Discussion:

- Question: Did participants find partnerships with OHA less amenable, or partnerships with other organizations less amenable?
 - Steve: Participants were pushing back on notion that partnerships with other CBOs were inherently valuable.
 - Christina: Many also stated they already had their own partnerships that they were happy with and didn't like the idea of feeling pressure from OHA to create more or new partnerships.
 - Question: What is the difference between the PartnerSHIP's/OHA's understanding of a successful partnership and the CBOs' understanding of a successful partnership?
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- Steve: Most organizations had existing partnerships. Many are open to forming new partnerships if it would help reach hard to reach individuals in their communities.
 - Steve: Some organizations are hesitant about partnerships more generally because they previously had negative experiences with partnerships, especially with requirements and restrictions that can affect funding.
 - It would be helpful to look at full report so that PartnerSHIP can consider the findings on how to improve HTO going forward.
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Legislative Session Process

Charina Walker, OHA

- HTO Budget Ask
 - \$15 million for HTO was included in the OHA Agency Request Budget (ARB)
 - 2023 – 2025 ARB website:
<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.
 - The final budget will be determined by the Oregon Legislature
 - OHA Public Health Division will support the Governor’s budget.
 - Community members and organizations can advocate for the requested budget or another budget.
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Future Charter, Subcommittees, and Membership

Nhu To-Haynes, Facilitator

- Current Subcommittees: Guidance, Funding, and Policy.
 - All meet once a month in addition to the monthly PartnerSHIP meeting.
 - Most are currently 2-3 members
 - Youth advocates may have their own subcommittee in the future.
 - Question: Will there be a communication subcommittee?
 - Nhu: Good idea. Full group can discuss during December meeting.
 - Pieces of charter that need to be reviewed
 - There is currently no committee chair, do we want to remove the requirement of a chair from the charter?
 - There are some members who have left. Those seats need to be filled.
 - Need to discuss ebb and flow of being a committee member and what commitment level is necessary.
 - How do we help members stay engaged?
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Wrap-up discussion:

- Would possibly be helpful to have a shorter agenda for PartnerSHIP meetings so that deeper dive can be taken into topics.
- Would have been helpful to have full Coates Kokes report before this meeting.
- There may need to be a deeper discussion about the Coates Kokes report.
 - Nhu: Further conversation about Coates Kokes report will be added to the December agenda.

Next Steps

- Nhu will reach out to members in the coming weeks and months for help facilitating public comments.
- OHA will send full report Coates Kokes report to the group.
- A survey link going out for interest in public health trainings and other learnings.
- Will be asking PartnerSHIP members to volunteer to be mentors for the youth advocates.
- Next meeting is December 5th 1:00 – 3:00pm, there will be discussion around the charter.
 - Copy of charter will be sent out after this meeting.
- There will be a PartnerSHIP retreat in January.
 - Retreat will be either fully remote or hybrid.
 - Survey will be sent to help plan the retreat.

Everyone has a right to know about and use Oregon Health Authority (OHA) programs and services. OHA provides free help. Some examples of the free help OHA can provide are:

- Sign language and spoken language interpreters
- Written materials in other languages
- Braille
- Large print
- Audio and other formats

If you need help or have questions, please contact Amanda Spencer at amanda.spencer@odhsoha.oregon.gov.

Todos tienen derecho a conocer y utilizar los programas y servicios de la Autoridad de Salud de Oregon (OHA, por sus siglas en inglés). OHA proporciona ayuda gratuita. Algunos ejemplos de la ayuda gratuita que OHA puede brindar son:

- Intérpretes de lengua de señas y lengua hablada
- Materiales escritos en otros idiomas
- Braille
- Letra grande
- Audio y otros formatos

Si necesita ayuda o tiene preguntas, comuníquese con Amanda Spencer at amanda.spencer@odhsoha.oregon.gov.