



SAINT PAUL – RAMSEY COUNTY

COMMUNITY HEALTH SERVICES

ADVISORY COMMITTEE TO THE SAINT PAUL CITY COUNCIL AND THE RAMSEY COUNTY BOARD OF COMMISSIONERS

555 Cedar Street

Saint Paul, Minnesota 55101-2260

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MINUTES

COMMUNITY HEALTH SERVICES ADVISORY COMMITTEE

March 3, 2010

MEMBERS PRESENT

Nancy Appleton
Patricia Carlson
Catherine Croghan
Coral Garner
David Muhovich
Christopher Mullin
Paula Robinson
Kerri-Elizabeth Sawyer
Esther Tatley
Milo Thompson

VISITOR

James Gbala

STAFF/GUESTS

Chris Burns
Rob Fulton

Overview of Department Communications with Chris Burns, Public Information Officer

Rob Fulton gave a brief history of the Department of Communications that was formed about 6 years ago, and gave Chris Burns' background.

Chris Burns passed out a "Communications Overview" sheet and discussed the structure of communications both at the County and Department level. He discussed the individuals and groups involved in communications, including the DLT, DCAG, Web team, JIC, and Branding & Standards committees. Chris also explained that he and the graphic designer serve as resources for all the departments, but the committees volunteer to do the work in addition to their regular duties.

Chris Burns explained four (4) areas that he is focusing on:

1. Emergency Communications: the CDC requires that the Department of Communications communicate during an emergency. Chris has re-organized the JIC teams (media, outreach, and creative services) and has re-implemented JIC training in order to better fulfill this focus area.

2. Media Relations: Chris explained how important it is for departments to learn to tell their story and get coverage. He passed out a compilation of media clips to sample some of the recent coverage the Department has received. Other objectives are to raise the comfort level of staff with media and to foster relationships with the media.
3. Branding & Standards: Chris explained how many materials within the Department look different. The Branding & Standards group are working to develop a consistent look and standards for publication.
4. Social Media: Chris discussed the mechanisms of social media and explained how the Department is exploring social media outlets. The Department is currently using blogs and Twitter. Chris passed out a Twitter handout.

Announcements from Rob Fulton

1. Hand out: "Thought for Food" Winter 2010 edition.
2. The Department is continuing the H1N1 vaccination effort. Approximately 18% of Ramsey County residents have been vaccinated for H1N1. If there is a third wave, it would likely be in April. Next years' regular flu vaccine will contain H1N1.
3. Discussed budget issues. The Department may face \$19 million in cuts to programs, but still unsure. There has also been a \$10 million reduction in SHIP funding for year 2 of the grant.
4. Rob discussed how the Department interacts with City and County levels. He brought up potentially changing the name of the Department, but there is still some discussion left to be had before any decisions are made. Rob will keep us posted.