

DPAC Communications Workgroup Minutes from Call of December 9, 2009

Present on Call: Co-chairs: Mike Steigmeyer and Art Franke
Members: Denise Pentescu, Bill Baugh, Jim Slaughter
Staff: Anne Esdale

1. Co-Chair Replacement

Mike Steigmeyer agreed to be co-chair with Art, replacing Leslie who departed in the summer due to family and work commitments. Mike brings a wealth of communications expertise to our workgroup.

2. Project to document impact of DON closings

Three staff from the diabetes program (Anne Esdale, Jennifer Edsall and Dawn Crane) will be conducting key informant interviews of a sample of 13 former DON partners starting the week of January 11th. Mike was one of the workgroup members to help with the design of the survey questions, which have been extensively reviewed by Lori Corteville and other staff with evaluation background. The purpose of the interviews is not research, but instead to document the impact of the DON closings on the state. The information collected will be for possible articles to be submitted to the media, for advocacy purposes and for planning for the future direction of the state diabetes program.

The analysis will therefore be shared not only with workgroup members but with Mike (for possible publications), Sally Joy (for advocacy) and with Dan (for planning purposes). This is considered a joint project with the Advocacy Workgroup.

3. Update on websites

Bill is updating both websites, working primarily with Jennifer to include all relevant DPAC updates, including from the workgroups. The 2 websites are:

www.michigan.gov/diabetes and www.dpacmi.org

There was discussion about having a DPAC Facebook page and access to Twitter and the discussion focused on how to gain more staff expertise and experience in this area.

4. Use of social media

In recognition that social media are becoming popular communication tools, the Diabetes & Other Chronic Diseases Section is having a panel presentation on **February 22, 1 – 2** for their (internal) staff, inviting both James McCurtis (Comm. Director for MDCH), Mike S (NKFM) and Regina Calcagno (Tobacco Free Michigan).

It will be possible for Comm. Workgroup members to join this panel presentation via phone. This will assist the Workgroup in understanding how we can utilize social media to advance our workgroup goals.

5. Communication exercise

Robin and Roni will lead efforts to complete this exercise and to prioritize our communication activities in the new year.

6. Next newsletter

Denise and Jim will add a paragraph on resources to the “Helping Children with Diabetes Succeed” article on the December newsletter.

7. Calendar for 2010

Our calls will be the 2nd Wednesday of the month, 1 – 2 pm. A calendar for the entire year will be distributed in early 2010.

Minutes by Anne Esdale, Staff