



Meeting Highlights and Action Plan- Draft

Agenda Item/ Topic	Key Points	Action Items <i>Including Responsible Party/Timeline if applicable</i>
Members Present	<ul style="list-style-type: none"> C. Patterson, A. Hobbs, A. Dill, M. Potina, S. Dahlinghaus, C. Young 	
<p>Campaign Marketing Plan Discussion</p>	<ul style="list-style-type: none"> C. Young from CMHP is in attendance to help develop a marketing plan for the fluoride campaign. C. Young suggests we make marketing materials out of Tanya’s presentation. Make sure we are telling the whole story. 1) Materials – fact sheet, dispelling the myths, newspaper article, newsletters, etc. EDDM Mailing? 2) Utilize Facebook, host community Q&A’s. C. Patterson is attending CHF Oral Health work group with M. Potina and A. Hobbs. Finding out what can CCCHD fund (we can use public money to state facts, but can’t persuade the votes) can we endorse fluoridation? BoH is already in support of this initiative, resolution was passed. BoH will not “endorse” the issue. M. Potina thinks the community is more inclined to grab onto information from the health district C. Young - Consider different audiences and different perspectives – 1) why is this a benefit to you, your children, public health. 2) All of your dentists want to support this initiative – leverage dentists as your experts. C. Young - if we have endorsements from dentists, then we use them to promote message. Use them as our “champions” to get the word out in a direct way. Window clings, handing out marketing materials. Putting sticker on appointment cards “I endorse...” How is each person going to encounter this message over and over again? – Social media, CCCHD, dentist office, in the mail.... People want to know that it’s a safe topic. C. Patterson – utilize physicians as well to help promote message. Display same wall clings, marketing materials that the dentists are sharing. Create a physician focused packet of information. C. Young – whoever is going to “host” those posters, they have to be educated on it and be able to talk about it. 	<ul style="list-style-type: none"> ✓ C. Young will put together marketing plan/timeline and will send to C. Patterson.

<p>Timeline</p>	<ul style="list-style-type: none"> • C. Young – 1) meet with dentists in January to let them know that we are developing materials a) get in front of you b) gather feedback c) we would like to put it in your offices. Physicians may know what will work with their clients and what won't. 2) Meet with physicians and go through same process. Don't have too many versions of things – if something works really well for dentists, put it to the side and don't show it to the physicians. Develop materials that work for our messaging. What is our messaging? What are the top 5 messages? What do we want to make sure that everyone in Clark County knows about fluoridation of water? 3) From those top 5 things we develop materials for mailings, fact sheets, etc. Hold several Q&A sessions. 1 every 8 weeks or partner with groups (KONA, Kiwanis...) • March – LAUNCH - press release w/ committee info, objectives, what we are planning to do (Q&A sessions – why/when) etc., distribute materials, host Q&A at the end of March. • C. Young suggests getting legal issues worked out by holidays. Have meetings with dentists/physicians set up by December with preliminary things ready to show in January. 	
<p>Including New Carlisle</p>	<ul style="list-style-type: none"> • M. Potina – when do we talk to the higher ups to get it on the ballot? CAP says June 2017. He is already talking to the mayor, commission members. We have to decide on a strategy. Will we run it in New Carlisle at the same time for a county wide initiative? • M. Potina – NC is just as important as Springfield and we need to do this in tandem. • C. Patterson – if we are getting funding it is just as important to do it in NC. • S. Dahlinghaus will talk with Randy Bridge, City Manager of New Carlisle about fluoridation issue. Have NC involvement determined by the end of January. Unified message of what we're going to do and how. Have as many questions answered as possible. 	
<p>Other Discussion</p>	<ul style="list-style-type: none"> • C. Young – we could develop a website specific to the issue. Could use wix.com to develop the page. Put all materials on website – FAQs, endorsements, etc. She recommends having someone design materials for us for consistency and professionalism. They can create .jggs for us and other file types. Use images universally, across all materials. • Separate social media page for campaign? CAP – we have to talk to attorney about what we can/can't do. Name for campaign? Do we need to get it registered? Etc. • Issue committee? Can someone there run Facebook, what types of knowledge/skills do members bring to the table, who owns what piece • Tap specific people as allies – IE chemist professor at Witt to discuss fluoride. Know who our core constituents are, who is going to help spread the word. Make sure message is consistent across the board. 	

<p>Other Updates</p>	<ul style="list-style-type: none"> • C. Patterson has meetings set with Reiter Dairy, Woeber's Mustard and Dole to discuss how fluoridation would affect their processing. • Community Health Foundation's Oral Health Task Force meeting is Friday October 21, 12PM at CCCHD. • A. Dill suggests contact Walt Chesney regarding developing a campaign. 	<p>✓ S. Dahlinghaus will forward CHF meeting invite to the group. Respond to Joan Elder at ielder@mercy.com if you'd like to attend.</p>
<p align="center">Next Meeting: October 18th 4:00PM at CCCHD</p>		