



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, M. Potina, S. Dahlinghaus 	
Community Health Foundation Oral Health Initiative	<ul style="list-style-type: none"> CHF Oral Health meeting on Friday 10/21 – M. Potina is sending two employees to the meeting in her absence. CAP has been added to the agenda for Friday to give task force update: rough marketing timeline, working on materials, starting in March/April we will start rolling items out to the community. We are looking for funding to assist with the marketing campaign. 	
Marketing	<ul style="list-style-type: none"> The group reviewed the marketing plan and identified marketing items to start with: wall clings (200-250 or more if there's a price break) tri-fold brochure (can be produced at CCCHD) Yard signs (500 @ \$1500) Post cards (EDDM? Or handing them out? Cost + postage) Billboards, Stickers on appointment cards Exposure: Where will people see them - should we place them in each exam room or just in the lobby? Locations: doctor's offices, dentists, mental health, urgent care, Rocking Horse, etc. The message needs to go to the voter. Focus on people who are registered voters. Won't know issue number, have to focus strictly on education about fluoride. M. Potina – utilizing social media to spread our message. She also mentioned the importance of presenting the plan to the CHF Board. Encouraging people to ask us to come and present our plan. CAP said that kind of outreach is supposed to start in January/Feb 2017 M. Potina suggested that C. Young could create a "quote" for the marketing items we are most interested in so we may have a general idea of what we need to be successful. 	<ul style="list-style-type: none"> ✓ M. Potina will ask Carolyn Young for a quote for the outreach items mentioned.
Outreach to local companies	<ul style="list-style-type: none"> CAP has spoken with Dole, Reiter and Woeber Mustard. All 3 initial responses were that it wouldn't affect their process. One concern was that the bottles of water would have to be labeled differently to include that fluoride is included. If he has enough notice, it's not a problem – they feel it enhances their product. Next step is to go to 	

	city water department and ask for top 10 users of water. Dole will run the plan by their QA team but didn't have any immediate objections.	
To-Do	<ul style="list-style-type: none"> • S. Dahlinghaus will discuss a fluoride initiate with Randy Bridge in New Carlisle • The group will work on planning the outreach meetings with doctors and dentists to be executed in January. 	
Next Meeting: November 16th, 2016 4PM at CCCHD		