



Rochester Epidemiology Project Community Advisory Board Meeting Notes October 17, 2013

In attendance - Board Members: Chris Burdick, Marie Cano, Ken Caron, Joanne Ericksen, Leo Evans, Mary Lamprecht, Liz Morice, Aundrea Taylor-Douglas, Dee Servick, Dave Trester, Dennis Uthke, and Brent Westra

In attendance – REP Team: Barbara Yawn, Walter Rocca, Jennifer St. Sauver, and Lori Klein

The meeting began with dinner and informal stories (and pics) of summer adventures.

Lori Klein previewed the new CAB website. The website is private and access is restricted to those with the following link: <http://www.rochesterproject.org/communityengagement/index2.php> Information includes meeting agendas and minutes, CAB handbook, and CAB and REP Team profiles and contact information. More information and content will be added as the group begins to use the site and suggestions and changes are implemented.

The group also reviewed proposed changes to the REP logo. The REP is working with a Rochester based design company, Action Graphic Design, to redesign the logo as well as update the website and marketing materials. After previewing three options, the CAB expressed that their favorite was the globe logo with the tag line “improving health globally by studying health locally.” The group suggested trying some variations of color and placement of tagline, etc. REP leadership will use the suggestions from the CAB to request additional options for the globe logo and tagline prior to making a final decision.

Brent and Chris, along with notes provided by John T, provided an update on the activities of the Facebook/website work team. The team reviewed other CAB Facebook pages and realized the importance of updating the page at least monthly in order to show activity and relevance. A summary of their ideas for items to highlight and potential issues is noted below:

- REP Facebook page (supported by CAB)
- Update page – important to show activity
- Highlight researchers and their institution
- Highlight CAB members throughout the year, ex: “meet Brent”
- Highlight studies each month based on monthly focus areas, such as Diabetes Awareness Month
- Announce upcoming events, such as Women’s Expo booth
 - Promotion prior to, during, and post event including pics from the event
- Use content from website to populate the Facebook page
- Add Facebook icon to website
- Monitor questions
 - Facebook work team (including REP IT) will answer question/direct to website for more info and if applicable, add content to website

- Outstanding questions:
 - Who would control the updates?
 - IT or CAB members?
 - Who would triage the questions?
 - Facebook page, ABOUT US section could say “supported by REP CAB”
 - Seek approval of Facebook page and content through the REP Executive Committee

Dr. Veronique Roger joined the meeting to discuss the Patient Centered Outcomes Research Institute (PCORI) grant application. Dr. Roger is a Cardiologist at Mayo Clinic, a longtime user of the REP, and the Principal Investigator on the application for the PCORI grant. Dr. Roger explained that if the PCORI grant is funded, it will be an opportunity to engage patients in the community which is important because communities play a huge role in health.

The booth display and Women’s Expo work teams reviewed their preparations for the booth at the Women’s Expo to be held on October 26th at the Mayo Civic Center. Each volunteer will work in the booth for 1.5 hours along with a REP team member; volunteers will dress in business casual and wear a nametag with first name only. The booth will include a poster (created by the work teams), TV playing REP Video, REP brochures, REP pens, and candy. CAB members participated in a role playing exercise as practice for the upcoming Women’s Expo - please see the attached Frequently Asked Questions for more information. **UPDATE:** The booth sponsored by the REP CAB on October 26th was a great success with many visitors as well as opportunities for CAB members to share their knowledge of the REP with the community.

Next, the group discussed upcoming events and goals for 2014. It was determined that the CAB would like to sponsor four community events per year. Many options were discussed, including: Golden Generations Expo, Olmsted County Fair, other surrounding county fairs, RCTC Rotunda/UMR, high school career days, college fair days, Rochester Public Library wellness corner, and PAIR. An Event Work Team was created and includes the following CAB members: Leo Evans, Chris Burdick, Dennis Uthke, Liz Morice, and Mary Lamprecht. The Event Work Team will work together to identify four events for 2014.

Chris queried the group about their desire to create a mission statement or statement of purpose. It was decided that the group would like to create a mission statement. Lori will add a placeholder for CAB Mission Statement workspace to share ideas on the CAB website.

Chris shared with the group that since July 2013, we have had 3 CAB members resign from the board including: Laura Mix, John Doyle and Sonia Winslett. After discussion by the CAB, it was determined that the minimum number of members preferred is 15 and maximum is 20. And, the CAB decided that they would like REP leadership to choose replacement members with a goal of adding 5 new members by July 2014 and keeping in mind the 11-county expansion area.

NEXT MEETING: Thursday, February 13, 2014 at 5:30pm; Rochester Public Library; Auditorium (main level).