



## Kentucky Coalition for Healthy Children

### Steering Committee Meeting Notes

November 14, 2023, 10:00 a.m. to 1:00 p.m.

In-person Meeting

#### Attendees:

Sheila Schuster	Advocacy Action Network	Stephanie Bunge	Kentucky Department of Education
Christopher Bolling	American Academy of Pediatrics – Kentucky Chapter	Elizabeth Anderson-Hoagland	Kentucky Department for Public Health
Joe Bargione Beverly Winsch	Bounce Coalition	Melissa Goins	Kentucky Department for Public Health – FRYSCs
Jess Lawrence	Cairn Guidance, Inc.	Denise Beach	Kentucky Health Departments Association
Vestena Robbins	Dept. Behavioral Health, Dev.& Intellectual Disabilities	Molly Lewis	Kentucky Primary Care Association
Melissa McDonald	Feeding Kentucky	Laurie Grimes	Kentucky Psychological Association
Amalia Mendoza Alexandra Kerley Katy Walker	Foundation for a Healthy Kentucky	Emily Beauregard Cara Stewart	Kentucky Voices for Health
Rhonda Caldwell	Kentucky Association of School Administrators	Alicia Whatley	Kentucky Youth Advocates
Mike Stone	Kentucky Council on Problem Gambling	Andrea Blair	United Health Care

#### Meeting Objectives:

- The Steering Committee will analyze next steps to maintain coalition vitality and promote renewal towards achieving the coalition’s mission.
- The Steering Committee will determine processes, structure, resources, and opportunities for participation moving forward to create and sustain shared ownership and partnership.

#### Meeting Notes:

##### I. Meeting Expectations

The Steering Committee discussed what they hoped to achieve during the meeting.

##### **Opportunities to coalesce and connect with each other.**

- The coalition members need to interface with each other during the legislative session to get different points of view, organized responses, and mechanisms for communication – we need to talk about how to better achieve this.
- The KCHC is only as strong as the messages that go out to the people in the organizations we represent. We are only as strong as the communication we have with each other, the relationships we establish with legislators, with other organizations, etc. We need to talk about how to increase sending communication back to who we are representing.



## **Mechanisms for communication – Consistent Messaging**

- We should talk about our external communication more, including other players, such as the business community. If we craft the right arguments, they can be voices for children’s health too.

## **Shared Support for priorities**

- Have clear organizational decision-making and actions. Have our organizations adopt the priorities ahead of time in order to move ahead quicker during the session.

## **Moving beyond the “Elevator Speech”**

- We can give an elevator speech, but we need to give details, understanding of what we’re advocating for.
- Learn what each organization can bring to the coalition as well as how to leverage things for the organizations we represent.

## **Concrete next steps and strategies**

- We should come out of this meeting with objectives, actionable steps. We should also remember not to concentrate only on the legislature, but think of policies more broadly, changes in the participating organizations’ policies, schools, the Executive Branch.

## **II. Breakout Stations**

The Steering Committee members used KCHC developed guiding documents in four stations, the Logic Model, the Policy Tree, The Principles of Equity and Justice in Schools, and the 2024 Children’s Health Policy Priorities. The guiding questions for each group to discuss were:

- In the past years, how have we accomplished what is in this document (successes)? Or how has our work aligned to this document?
- What has been challenging to do?
- What has not been accomplished to date that we could still accomplish?
- How might our work lead to greater participation of our members?
- Any initial thoughts on committees that might support this document’s work?

The following are the recommendations from each of the four stations.

### **1. The KCHC Logic Model (Focus on the Short-Term Outcomes)**

*Group Members: Elizabeth Anderson-Hoagland (KY DPH), Stephanie Bunge (KDE), Rhonda Caldwell (KASA), Beverly Winsch (Bounce Coalition), Jessica Lawrence (Cairn Guidance).*

To reach the outcomes in the logic model, we need to complete some of the things we identified as inputs, so the recommendations made were:

- Develop the coalition’s evaluation plan.
- Develop the coalition’s communication plan.



- Increase member engagement, especially the broader membership. We should plan for another gathering or conference, like the initial one, to engage more members in the committees' actions and planning.
- Make sure intersections with the groups and topics working on similar priorities are made, such as the school safety council, the state physical activity and nutrition program (the produce RX and voucher programs), health education and PE standards, the Bounce Coalition's ACEs work related to trauma, its focus groups, the CDC's school-based health work, the tobacco grant (we're still not at 100% tobacco free schools), and the need to spread best practices and counter a movement for schools to take a punitive route.
- Recommendations for Committees:
  - Evaluation
  - Communications
  - Member Engagement
  - Sustainability and Funding (leveraging funding, enhancing current resources).
  - Recognition (KCHC awards to legislators, superintendents, etc.)

## 2. The KCHC Policy Tree (Focus on the Core Priorities)

*Group Members: Denise Beach (KHDA), Joe Bargione (Bounce Coalition), Melissa Goins (FRYSCs), Vestena Robbins (DBHDID), Molly Lewis (KPCA), Emily Beauregard (KVH).*

- The KCHC accomplishments identified included creating awareness of the impact of Adverse Childhood Experiences (ACEs) on health, bringing attention to school funding, bringing attention to school health opportunities, and to workforce challenges.
- The challenges to the KCHC's work to achieve the core priorities include lack of funding for schools, limitations on data collection, the need for technical assistance for the implementation of levy.

The recommendations from the group:

- Create greater awareness of school-based health models.
- Greater participation from members could be achieved by:
  - Agreeing on priorities / opposition ahead of time.
  - Identify expertise areas of coalition associated with the priorities.
  - Put together necessary components/inventory of resources for implementation.
- Recommended committee: School-based Health Services Committee

## 3. Principles for Equity and Justice in Schools

*Group Members: Andrea Blair (UHC), Laurie Grimes (KPA), Cara Stewart (KVH), Katy Walker (FHKY), Amalia Mendoza (FHKY).*

- The accomplishments in this area include the common language approach and commitment to using an equity lens, the development of the coalition's Equity Vision and Equity Mission statements, the development of the legislative briefs with data on school disparities and



discrimination, the data brief on LGBTQ+ youth and recommendations on policies to the General Assembly, the development of the KCHC’s Principles of Equity and Justice in Schools.

Recommendations to advance our equity lens.

- Increase the representation / diversity of KCHC Steering Committee member organizations. Possible partners for outreach efforts:
  - ACLU, NAACP
  - Coalitions and advocacy organizations for children with disabilities
  - Parent organizations, parents of children with special needs, children’s mental health
  - Increase outreach to the DEI / equity contacts in MCOS, in school associations, and other organizations to offer coordination and support (give, not just take).
- Review and complete data in this area, ensure data is disaggregated to identify disparities, identify what’s missing and why. Also address the data issues that may be present in 2024 as a result of changes introduced to data collection by SB150.
- Propose and advocate for adding equity to the RFP for MCOs, persuade the administration to make this a measurable part of the contract with the state.
- Increase the coalition’s awareness of “anti-racism” strategies and activities.
- An Equity and Justice Committee of the coalition needs to exist, formed once we’ve taken the steps to increase the member representation.

#### 4. KCHC 2024 Childrens Health Policy Priorities

*Group members: Chirstopher Bolling (AAP), Sheila Schuster (AAN), Mike Stone (KY Council on Problem Gambling), Alicia Whatley (KYA), Melissa McDonald (Feeding Kentucky)*

The group developed a “Strategies and Actions to Advance the Coalition’s Legislative Priorities” crosswalk grid to address the four areas contained in the 2024 Children’s Health Policy Priorities: school funding, children’s mental health, childhood obesity, and vaping.

The grid is as follows and will be sent in a separate document for member input.

<b>Strategies &amp; Actions</b>	<b>School Funding</b>	<b>Children’s Mental Health</b>	<b>Childhood Obesity</b>	<b>Vaping</b>
<b>SPECIFIC ASK OF LEGISLATURE.</b> Develop our Elevator Speech				
<b>KCHC ROLES.</b> What organization(s) are taking the lead? What is our role – Lead? Support? Who has contacts with those orgs?				



<p>Need input from coalition members and commitment to action. Get Legislative Reports at each meeting and a Call to Action back to coalition orgs at meeting's end.</p>				
<p><b>COALITION BUILDING.</b> Who are the Community, Regional, State &amp; National Partners? Identify Likely + Surprising allies.</p>				
<p><b>LEGISLATIVE ALLIES.</b> Which legislators are working on this issue? Are we in touch with them? Who in KCHC has those contacts and can take action? Who can open the door to more contacts? Who or what are possible barriers and challenges?</p>				
<p><b>BUDGET IMPLICATIONS.</b> What is the budget impact? Is it a Recurring or a Non-Recurring expense? What is the plan for sustainability? The money is there; our job is to convince them to spend it!</p>				
<p><b>OUTCOMES &amp; DATA ARE CRITICAL.</b> We have to be able to show a Return on Investment (ROI); that this is a Need and not just a Want; What the consequence will be of doing nothing; What is existing now and what does it need to be?</p>				

- The group recommended the establishment of a committee to discuss the strategies for this policy agenda. Because the legislative session starts in January, this would be initially an ad-hoc committee to be convened to work this and next month to develop the strategies outlined in the chart.

### III. Closing Comments on the Meeting and Next Steps

#### What did you hear?

- People were into it, excited, fun environment.
- Good synergy.
- Actionable next steps if people are interested in engaging.
- Guiding documents were important.
- Committees we listed – each committee could work on these.



**What are the themes?**

- Cross walking
- Messages, internal and external.
- Engaging unlikely allies, the larger membership.
- The pieces still missing in terms of infrastructure: communications plan, evaluation plan.
- Funding and resources.
- Representation and steering committee diversity.

**What are you excited about?**

- Synergy.
- Coalition feels like it's maturing, getting ready for the next step.
- Excited to work on the matrix/grid.
- Leveraging.
- The inventory.
- Structure and committees.
- Meeting in person, we needed this. Met some new people.
- Formation of the committees.
- Having a place at the beginning of the meetings to share the organizations' work.
- Having a call to action at the end of the meetings.

**Next Meeting:** January 30, 2024. 1:00 to 2:00 Virtual Meeting.