



BHCC Partners

BILLINGS HEALTHY COMMUNITY COALITION

Issue #45— February 14, 2002

Upcoming Meeting!



NOTE: Changed Date and Place!

Thurs., Feb. 21st

3:30-5:00 PM

Deaconess Billings Clinic
Fortin Health Conference
Center—Rooms A & C

SAMHSA Grant Update

In December the SAMHSA grant hired a project coordinator, and a new graduate assistant came on board in January. The objective of the SAMHSA grant, which was awarded to Yellowstone City/County Health Department in Oct., 2000, is to engage the community in strategic planning around the prevention of youth substance abuse, violence, and the promotion of youth mental health. The outcomes of the grant will be a community strategic plan for prevention, partnership agreements between various community stakeholders as they relate to the plan, and a funding plan for sustainability. The grant is being managed at MSU- Billings.

The focus of project work since Dec. has been to meet with community stakeholders, getting their insight, and assessing possibilities for partnerships around prevention. There has been a three-fold approach to this project: meetings with (p.3)

Progress on Goals YTD / Reported at Jan. Mtg.

Based on the detailed goals listed in our June 15th newsletter reports were made at our January meeting on accomplishments. Following are summaries:

Goal #1—Identify Community Issues and Needs and use the information in a meaningful way. (Kristianne Wilson & Tracy Neary) The Data Task Force met on several occasions reviewing available data with professors from MSU-Billings and Rocky. Reports of those meeting have been included in past newsletters. At the Jan. 9th meeting priorities were being identified. Meanwhile Celebrate Billings initiative organized to take information from Celebrate Billings 2000 and define priorities/coordinate action plans (see "Priority Focuses" article in next column of this newsletter).

Goal #2—Identifying and sharing resources, knowledge and information (Reatha Thomas & Michelle Reed) Forms were introduced (to keep attendance, add new mailing list and member names, room for noting questions, feedback, information for response by Exec. (cont. page 3)

Satellite Broadcast Being Taped for Possible Later Viewing

Program: Sustaining: The Future of Community Coalitions

Date: 21 Feb 2002 11-12:30

Location: St. Pete, FL

Brief Description: This is a two hour broadcast. Learning Objectives: 1) Identify strategies to sustain the local movement, 2) Identify and examine non-financial elements of sustainability and 3) Be able to examine (continued on page 2—Satellite)

BHCC Priority Focuses Postponed from Feb. 21st to a Future Meeting

We had hoped to have work from the BHCC Executive Committee and Data Task Force ready for discussion at the Feb. 21st meeting, but it will be delayed a month or so. Please refer to the January newsletter for history. Local professors suggested BHCC simply select focus areas that we have passion about, that are doable, that can have a positive impact and are measurable. At our (cont. page 2)

"Saving Lives. Tobacco Prevention Works"

This video was viewed at the Jan. meeting thanks to the American Cancer Society and its collaborative partner Campaign for Tobacco Free Kids. According to the video and Vonda Lancaster, comprehensive tobacco prevention programs include: 1) public education, 2) community programs, 3) school programs, 4) helping smokers quit and 5) enforcement of laws (preventing sales to minors). Programs must be:

- well funded
- comprehensive, and
- sustained

Many of you may want to use this effective video with other audiences. If so, call the AMS at 256-7150.

Second Hand Smoke Ordinance Task Force Report at Feb. Mtg.

Come hear about current work being done on this and how other agencies can be of support.



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Priority Focuses—(Cont. from page 1) Jan. 9th meeting the Data Task Force joined the BHCC Executive Committee to begin to identify priorities where the BHCC can most effectively focus our attention to serve in our connector role to solve problems. Concurrently another Billings initiative—**Celebrate Billings** (with sponsors: The BILLINGS GAZETTE, St. Vincent Healthcare, Deaconess Billings Clinic, PPL Montana, and Rocky Mountain College) — began a year-long effort to bring about positive change in four areas of concentration in Billings: health and public safety; education; economic development; and the environment. At the beginnings of what will become a "broad-based community initiative" the Steering Committee and Task Forces for Celebrate Billings are working on a similar process of identifying priority focus issues and action plans. Many BHCC representatives are already involved and are working to merge energies in order to complement and enhance progress on building a healthier community. **If you want to get involved, please initiate a call to any of the chairs:** Health & Public Safety, Police Chief Ron Tussing (657-8450); Kristianne Wilson from Deaconess Billings Clinic (657-4000); and Diane Weaver from St. Vincent Healthcare (237-3611); Education, of St. Vincent Healthcare Foundation (237-3600); John Cech of Rocky Mountain College (657-1148); and Jo Swain, Superintendent of School District 2 (247-3781); Economic Development, Rae Olsen of PPL (457-5300) Joe McClure, Big Sky Economic Development Authority (256-6871) and Butch Ott, Billings Area Chamber of Commerce (245-4111); Environment, Jim Duncan of Deaconess Billings Clinic Foundation (657-4670) and Mayor Chuck Tooley (657-8296).

As BHCC reps work in tandem with the Celebrate Billings effort, it is hoped that accelerated progress on dual priorities can occur. After the Celebrate Billings initiatives are established (by the end of March or so), BHCC will be able to better determine what additional focus areas on which to concentrate. For more information go to: www.celebratebillings.com

Satellite—(cont. from page 1) sustainability in the context of accountability.

Full Description: Moderator: Stephanie McGencey, MPH., Sr. Vice President, Training and Research, Community Anti-Drug Coalitions of America. Panelists: David Anderson, Program Manager, Join Together; Jane Callahan, Executive Director, Fighting Back Partnership ~ City of Vallejo; Matthew Chinman, Associate Behavioral Scientist for RAND; and Beverly Watts-Davis, Executive Director, San Antonio Fighting Back of United Way.

Program Overview: Evidence has shown that programs are more likely to survive if they adapt over time to the needs of the changing environment. By incorporating flexibility into the program design, coalition leaders can increase a program's potential for sustainability. New external funding mechanisms or community resource investments into the continuation of the program should be explored. To ensure program survival, coalition leaders must develop key strategies that include the following: * Program effectiveness, * Program negotiation, * Program financing, * Program public relations, * Institutional strength, * Integra-

tion with existing programs and services and * Training. Sustainability is vital to community coalitions to maintain programs that have obtained positive results, to further evaluate a program's short-term outcomes and long-term impacts and to draw potential funders for program enhancement and replication. Tune in 1) to identify strategies to sustain the local movement, 2) to identify and examine non-financial elements of sustainability and 3) to be able to examine sustainability in the context of accountability.

Hospital Groups Urge President Bush to Fully Fund Medicare and Medicaid

In a letter to President Bush on January 16, CHA along with other hospital groups urged the president to maintain his "commitment to high quality, accessible health care by fully funding Medicare and Medicaid in your FY 2003 budget blueprint."

The letter noted that "many hospitals are already

struggling to meet increased demands for their services, they also face serious challenges, including widespread health care worker shortages, soaring drug and technology costs, stifling regulatory burdens, and the need to enhance their disaster readiness efforts. Reductions in Medicare and Medicaid would be devastating." To view a full copy of the letter visit the Catholic Hospital Association website at www.chausa.org/publiccpo/020116ltr.asp.

Media Task Force Meeting

The next meeting of the Media Task Force will be Monday, **February 25th from 3-5 pm** in the St. Vincent Healthcare Boardroom on the 3rd floor of Marillac Hall.



This will be a special meeting in that we will be using the Empowerment Evaluation model as a self-directed strategic planning tool for the upcoming year.

Goals—(cont. from page 1) Committee or others). This report team suggests: name tags be used at meetings, exchange business cards; develop position descriptions for task forces—include brief descriptions in newsletter; have Exec. Com. names, phone #s in newsletter and on website; exchange newsletters.

Goal #3—Bringing passionate committed people together for networking, collaboration, and program development with a healthy community focus – limits turf issues. (Lisa Posada & Mike Marnin) Covered similar attendance and networking issues as #2. Mike offered to e-mail "blast" meeting reminders if he can get e-mail addresses. We need method to coordinate communications and updates among Task Forces.

Goal #4—Common voice w/media for communication, education and strengthening of web/newsletter, etc. — (Carol Burton and Mary Mahares) Still working, no report.

Goal #5—Collaboration in grant-writing (Jim Duncan & Deb Peters) Need to continue to share more information with one another. May want a Task Force related to grant-writing. Haven't yet developed conduits. Had a program for BHCC meeting to learn of grant writing resources.

SAMHSA—(cont. from page 1) youth-serving agencies, meetings with youth, and participation in related coalitions. The first round of agency visits are being wrapped up, and a second round related to specific prevention strategies will begin soon. The youth visits will be done by the end of March, and participation in coalitions is ongoing.

The coalition work is occurring on several fronts and merits some explanation. BHCC, and the related Drug Prevention Task Forces are obvious coalition stakeholders. The work of the CIP grant and its connection to SAMHSA planning is being explored here. The goal is to work toward continuity of best practice programs, to avoid duplication, and to build on what is already being done. At its inception the CIP grant, through BHCC, put together a Billings/Yellowstone County Drug Prevention Planning Committee to assess community needs and begin planning. The task force work which began as a result of this committee is ongoing; however the planning committee itself, which was very large, has not met in some time. In an effort at continuity, this group will be reconvened for a presentation on work accomplished, and to discuss the future. What are the next steps the SAMHSA strategic plan should address?

SAMHSA personnel are engaged in other relevant coalition work, including Celebrate Billings, the Billings Promise, and task force work that originated at the Early Childhood Future Search Conference held February 6th and 7th.

A final coalition that merits addressing here, is one related to Native American substance abuse issues in our community. One of the directives of the SAMHSA grant is to address prevention needs of diverse populations. To address this angle of prevention, SAMHSA is beginning to pull together a group of experts in local Native American substance abuse issues to engage them in the SAMHSA strategic plan. This group will be meeting at a Robert Wood Johnson Conference the end of March. The conference focus is on best practices in Native Communities, and will provide opportunities to meet with funders as well as educators. The SAMHSA group at the conference will use this venue to work on strategic planning specifically regarding the Native American community in Billings and Yellowstone County.

Two other projects of the SAMHSA grant this last quarter are the updating of the BHCC website, and a peer region study comparing drug use and prevention in Billings to drug use and prevention in other areas of similar size.

With the groundwork now laid for community input, SAMHSA goals for the next phase of its work are: 1) to use coalition venues to sketch out its strategic plan; 2) to bring the plan to appropriate community stakeholders to secure necessary partnership agreements; and 3) to look for funding that fits with the emerging plan. If you have any input or questions, please call the Project Coordinator, Kristin Lundgren at 657-2349, or email klundgren@msubillings.edu.

Goal #6—Formation of Productive Task Forces. (Carl Hanson & Judy Bryngelson) Website has been set up, but not yet marketed. Needs to continue to be developed— has great potential. A listserv of BHCC participants needs to be created. Participants asked to send monthly reminders and news items that provide links to the BHCC website including the "Get Connected" section. Updating the "Get Connected" section to include task force/coalition information (What task forces/coalitions are currently meeting? Where and When and who is a contact?) where individuals will be able to go to join work in progress. Forward ideas for the website to the web e-mail address bhcc@msubillings.edu. Providing BHCC interest survey and/or contact information to help link community members with task force/coalition activities. Still need to consider paid help to sustain the "Get Connected" activities.

CIP Social Marketing—Jackie Lloyd reported at the Jan. meeting that she's working on publishing a teen resource guide for planners for School District #2 students to get — that will include pro-health messages. She circulated a draft for participants to view.

Is the information about your organization complete/correct on the BHCC Web Site under "Resources?" E-mail corrections to: bhcc@msubillings.edu

Visit the BHCC Web Site @
www.msubillings.edu/bhcc

(Temporary Name—Still Under Construction)

BHCC Mission Statement: To develop, maintain and strengthen collaborative community networks committed to improving overall community health status and quality of life.

BHCC AGENDA **Feb. 21st Mtg.**

- Introductions—announcements from those present
- Early Childhood Future Search—Mary Maheras
- Youth Assessment Center—Update from Ron Walters
- Tobacco Coalition and Second Hand Smoke Ordinance Task Force—David Tompkins
- Other issues

BHCC Officers from May 2001 through our April Planning Retreat in 2002 are:

- President - St. Vincent Healthcare/**Diane Weaver** (237-3611)
- Vice President - Yellowstone City County Health Dept. / **Debbie Hedrick** (248-1678)
- Past President - United Way/ **Carol Burton** (252-3839)
- State Liaison - Deaconess Billings Clinic/**Jim Duncan**(657-4670)
- Billings Promise Liaison - **Dr. Mary Maheras** (through 2002) (248-3598)

Members at Large - **Carl Hanson** (through 2003) 657-2395 MSU-B;
Judy Bryngelson (through 2004) 245-7233 Head Start; and **Reatha Thomas** (through 2004) 248-2229 Big Brothers and Sisters

Mark Your Calendar!

Feb. 21st—3:30—5:00 PM
Full Meeting of BHCC @
Deaconess Billings Clinic
Fortin Health ConferenceCenter—Rooms A & C

March 13th—8-10:00 AM
BHCC Exec. Committee Meeting
@ St. Vincent Healthcare—3rd Marillac

March 28th—3:30-5:00 PM
Full Meeting of BHCC

Allied Events

? Call 657-2362—4-5PM
United Tobacco Free Coalition Mtg.

Mon, Feb. 25th—9:30-11AM
Drug Prevention Media Task Force
St. V. Healthcare—3rd Marillac Call 237-3610
Note: This is the Yearly Strategic Planning Meeting

Tues., Feb. 26—10AM
Government Advocacy Task Force
Bair Family Student Center/Selover
Board Rm/Rocky Mountain College
Topic: Minor in Possession & Driving Under the Influence Laws

Saturday, March 2nd—10-3:00
PLUK Kids' Sports Festival
All kids 5 and up @ METRA
with Billings Bulls/Outlaws and Others
Call 255-0540 for more information

Jan. 24th BHCC Attendance
Carl Hanson, Deborah Peters and Ernie Randolf /MSU-Billings, Sister Daniel and Tracy Neary/St. Vincent Healthcare, Kristianne Wilson/Deaconess Billings Clinic, Michelle Reed/Yst.City County Health Dept., Pam Sanderson/United Way, Judy Bryngelson/Head Start, Reatha Thomas and Troy Bruce/Big Brothers and Sisters, Laura Harper-Hall/Mental Health Center, David Tompkins/United Tobacco Free Coalition, Mary Maheras/Billings Promise, Lisa Posada/Billings Police Dept, Kristin Lundgren/SAMHSA Coordinator, Mike Mamin/Boys and Girls Club, DeAnn Visser and Earlene Meyer/CareNet, Kim Kaiser, Vonda Lancaster and Shelley Ranney/Am. Cancer Society, Shelley Hayes/HRDC Youth Program, Kathy Aders/Safe & Drug Free Schools, Lance Hawk/P.L.U.K., Marilyn Preston and Kirsten Rose/Intermountain Planned Parenthood, Brenda Moore/Kids After School Enrichment, Janet Ludwig/MT Legal Services, Jeana McClusky and Amy Aguirre/Family Support Network, Dustin Machler/VA Montana, and Jackie Lloyd, Optimal Health Concepts.



Send information for inclusion in this newsletter by the 10th of the month and/or address corrections and additions to: diane.weaver@svh-mt.org or call 237-3611.



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