

**November 10, 2021, Board of Health Meeting
Virtual Meeting Held Via WebEx**

The Board of Health convened in open session at 5:18 pm
The meeting was called to order by Merrey Price

**Board Members Present
Quorum is reached**

Merrey Price
Martha Nieman
Don Bodeau
Jennifer Eddy
Mark Kaeding
Terry Miskulin
Emily Berge

Board Members Absent:
True Vue

Staff Members Present:
Lieske Giese
Gina Holt (recorder)

Public Comment:

- None made

Intro and overview of Work Session:

The goal of the meeting is to determine what as a Board of Health we would like to focus on related to advocacy including group discussion and actionable direction regarding advocacy and next steps. We will talk about the who, what, where, and when.

We will also discuss what type of advocacy training would be helpful. Merrey Price provided an overview of meeting packet documents.

WHY do we need to advocate as a Board of Health?

- Statutory responsibility (State Statute 251.04)
- Professional responsibility (National Association of Local Boards of Health, Public Health Accreditation Board)
- Personal responsibility

WHO is our target/priority group when advocating for shared BOH topics?

- Local groups would be top priority: City Council, County Board, Village and Town Boards, Chamber of Commerce, Schools (Boards and Administration?), Media. Additional to consider are local organizations, churches, any groups, or Boards that BOH members are aware of. Governor.
- State and federal levels: important for funding sources and public health legislation but no consensus on how much time or method of communication to devote to advocating at these levels.

HOW/when to advocate:

- Hold an event to and have a letter writing session. It helps to have group participation.
- Media-writing letters to the editor.
- Candidate forums on public health-2022 will be a big election year on a lot of different levels. Is could be done at the Local, state, or federal level.
- Speaking at public hearings
- Eggs and Issues event through the Chamber

- Connect with representatives when they are in town and at their offices. Perhaps a small group of board members could do this.
- One on One with legislatures through Healthy Communities at the State Level.
- Reaching out to the Governor may be an option.
- A general proclamation on equity to really use our voice to promote prevention dollars in health and equity in Wisconsin. -State level

WHAT topics/issues:

- Statutory authority, what is happening at a state and federal level.
- Mental Health
- Influencing dollars that are coming in locally to focus on prevention
- Opportunity to do something in early childhood and prevention policy
- Determinants of health issues-housing, poverty, racism...how do we move those forward
- Public health being in a tough spot with misinformation etc. and what may happen moving forward in the world of public health. How do we advocate for public health intervention programs?
- Health in all policy/Health equity

Communication/Training requests (random order):

- How to get my point across whether in letter, meeting or 1:1 discussion
- Clarify the line between lobbying and advocating, provide detail and examples
- Using general principles so we are not alienating people
- Anticipate priorities that will appeal to a broad range of perspectives
- How to use listening so the discussion is more of a dialogue
- How do we talk with people to find common ground when there are differences
- Need good evidence-based information and data to share when advocating
- More info on value-based discussions
- More info on public health authority

Possible Prioritizing on what we could do over the next year:

- Influencing childhood health outcomes
- Mental health
- PH funding

Wrap up work session:

A summary of the evening's discussion will be compiled and shared with board members and a future Board of Health meeting to discuss next steps.

Requests from Board members for future agenda items to be given consideration

- None made

Next scheduled BOH meeting is December 8, 2021, at 5:15 p.m.

Merrey Price adjourned the meeting at 6:55 p.m.