



Minutes

MFP Consumer Outreach and Identification (COI) Workgroup

Thursday, September 6, 2007

1:00 – 2:45 pm

Conference Call

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Meeting Attendees:		Alan Cochrun, Mike Compton, Laurie Damon, Toni Fortson-Bigby, Mac Gray, Susan McKinley, Erin Pettegrew, Eric Rathburn, Jim Rosmarin, Suzanne Shelpman, Tim White Guest: Brittany Baum, OHP Communications
Purpose of Meeting:		Consumer Outreach and Identification Workgroup Bi-Weekly Meeting
Time	Topic	Discussion Lead
15 minutes 1 – 1:15	Check In: <ul style="list-style-type: none"> • Roll Call • Agenda Overview • Updates • Stakeholder Feedback • Follow Up - Action Items 	Susan McKinley
15 minutes 1:15 – 2:15	Broadened Name for HOME Choice <i>Current:</i> Helping Ohioans Move by Expanding Choice <i>Proposed:</i> Helping Ohioans Move, Expanding Choice	Susan
45 minutes 1:30 – 2:15	Communications Products <ul style="list-style-type: none"> • Recommendations to PAG • Newsletter Template • Revised Web Page – FYI only • Brochure Focus Group Results 	Susan
15 minutes 2:15 - 2:30	MDS Subgroup Update	MDS Subgroup
15 minutes 2:30 – 2:45	Check Out <ul style="list-style-type: none"> • Next Steps • Future Meetings 	Susan



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Meeting Notes

Updates and Stakeholder Feedback

- None

Broadened Name for HOME Choice

- A request to tweak the **HOME Choice name** was made so that it can be used as the umbrella term for both MFP goals: (1) moving ~ 2200 Ohioans; (2) initiating the long-term care (re-)balancing effort. The current name is Helping Ohioans Move by Expanding Choice. The requested name is Helping Ohioans Move, Expanding Choice. It replaces the word "by" with a comma, and helps the name to more clearly encompass the second goal as well as the first.
- Everyone was OK with this change.
- **Action Step:** Revise where spelled-out name appears.

Followup/Action Items from 08.23.07

- **Brittany:** Revise web page as discussed in meeting and create newsletter template. *Completed.*

Communications Products

Recommendations to HOME Choice Planning and Advisory Group (PAG)

- Susan presented the COI recommendations to the PAG on August 28. Most comments were around wording changes, which have been incorporated into the recommendations. Requests included developing a CD to be used as part of the communications tool kit and obtaining Bobby-approval for the web page.
- Toni confirmed that JFS has video-producing capability as does Ohio Government TV whose charge would be nominal. We also have an opportunity to work with Miami University students to produce a video.
- A **Video Subgroup** was formed to meet at a to-be-decided later date, including Brittany Baum, Mike Compton, Greg Kramer, Susan McKinley, Eric Rathburn, and Tim White.
- **Bobby** is the name of the software developed by Watchfire.com to review sites for the Americans with Disability Act compliancy. JFS supports having the HOME Choice web page Bobby-tested and will do so.
- Jim noted that a request was made from a PAG member to add wording that stated that CD, cassette and large print are required to be available upon request. That language was incorporated into the COI recommendations.

Newsletter Template

- Everyone was pleased with the newsletter template Brittany had designed and made two minor suggestions: (1) add website address and (2) spell out HOME Choice, perhaps under bulletin.



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Web Page

- It is possible to submit an interest form electronically. When the web page is finalized Brittany will work with MIS to make it operational.

Brochure Focus Group Results

- Alan Cochran, Mac Gray, Robert Jennings, Suzanne Shelpman, and Tim White facilitated focus groups to gauge HOME Choice brochure's effectiveness.
- Each facilitator presented a summary of their findings. Although some suggestions and comments contradicted each other, themes for all groups included:
- **Likes:** logo; clean, simple layout of brochure
- **Dislikes:** colors (including need for body text to be darker); swirl on front surrounding pictures; language/terminology (including (1) eligibility and confusion about age and (2) the meaning of "long-term care facility," "community-based settings" (3) clarity around program's intent.
- The group formed a **Brochure Subgroup** to address revisions in text and design. It will meet during the previously scheduled standing COI meeting on 10/4 with plans to report out on 10/18 at COI's final meeting. It will show the revised brochure to members of the focus groups to show that as many of their suggestions as possible were incorporated into the brochure.
- The **Brochure Subgroup** includes Brittany Baum, Alan Cochran, Robert Jennings, Susan McKinley, Suzanne Shelpman, and Tim White.
- **Action Step:** Brittany will draft some brochures featuring full color and black and white prior to the meeting.

MDS Subgroup Update

- No updates as subgroup were unable to meet.

Upcoming Meetings:

September 20 – Canceled

October 4 – Brochure Subgroup, 1 – 2:45

- **Meeting options:** Bridge Line Available 1- 2:45 (614-644-1097). (State staff must open bridge line at 12:55 by calling the state operator at 466-2000.)
- The training room at the Columbus Developmental Center is also reserved.
- Or, in-town folks can meet at Lazarus (W. Town St., 5th floor, Room B524) and use conference phone to call others.

October 18 – Final COI Meeting 1 – 1:45 (Bridge Line available 1 – 1:45 (614-644-1097))

- Revised Brochure
- MDS Subgroup Update



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Action Items

Action Item	Person Responsible	Deadline
Revise HOME Choice spelled-out name where it appears	Susan, Brittany	October 4
Revise HOME Choice newsletter template by (1) adding website address and (2) spelling out HOME Choice, perhaps under bulletin.	Brittany	October 4
Draft some brochures featuring full color and black and white.	Brittany	September 27