



**Communication Workgroup
Meeting Minutes
August 11th, 2006**

In attendance: Nathan Bush, Genevieve Sadler-Trainor, Christine Brown, Abby Cruz, Tina Paez, Chris Lucero, Bernie Ripper, Dorothy Ripper

Vignettes

- Approximately 30 vignettes have been submitted, about half being organizational and half personal.
- Discussed how to extract pieces of the vignettes and prepare them for inclusion into the Cancer Plan. Genevieve and Christine agreed to each take half of the vignettes and determine where in the new Cancer Plan the vignettes would best fit. Will submit to Tina when process complete (by August 22nd, if possible.)
- Vignettes will be sent to Paul at UNM who is responsible for layout of the new Plan for his expertise on where vignette pieces should go.
- We appear to be ahead of schedule with vignettes in terms of the Plan rewrite process.

NMCC Website

- Due to a delay in the execution of Cooney Watson contract, further work on the NM Cancer Council website has been temporarily postponed. Work will resume upon activation of contract. Cooney Watson is the Albuquerque-based marketing firm chosen to design and maintain the NMCC website.

PPT Presentation

- Nathan and Christine updated the workgroup on the first presentation of the New Mexico Cancer Council given to the annual Breast and Cervical Cancer Early Detection Program Provider's conference on July 20th. The presentation was tailored somewhat to fit the interests of this particular group. Evaluations of presentation appeared to be mostly positive.
- The group discussed additional venues around the state that might be appropriate to present to during the current Fiscal Year. Suggestions from the workgroup included:
 - NMPHA Conference
 - Press Conference in Santa Fe during Legislative Session.
 - Presentation at Mountain View Regional Medical Center in Las Cruces
 - Breast and Cervical Cancer Program's Medical Advisory Board



- NM State Fair
- KOB Health Fair
- Concern over what message(s) to disseminate at these types of events. Will be audience-dependent. Fact-sheets on the Council should be developed.
- It was agreed that a request should be made at the next Cancer Council meeting for suggested additional events/venues at which presentations could be made.
- To assist Council members in determining which audiences would be most appropriate to present to, a list with target audiences (audiences for whom a NMCC presentation would be most relevant) will be developed and distributed.
- It was also suggested that Cancer Council members be encouraged to present on the NMCC in their own communities. The current presentation, which includes approximately 30, slides could be shortened considerably to accommodate time slots and audience interests.

NMCC Boilerplate

- A boilerplate that will accompany press releases, materials distributed to the media and other NMCC-related information has been developed by the NMCC. The boilerplate will be distributed at the NMCC Executive Committee meeting on the 21st of August as a recommendation of the Communication Workgroup.

NMCC Brochure Development

- Abby and Chris agreed to work together to work on the revision of the NMCC brochure. The group would like to see a more eye-catching brochure with updated information, including addition of NMCC logo.

Press Releases/Media

- At this point, it was decided that the first press release the group distributes will coincide with the roll-out of the new Cancer Plan in January or February of 2007.
- Relationships need to be established and nurtured with various media outlets.
- Once brochures, talking points and fact sheets are developed, send an informational packet to as many media outlets as possible. (Just to let them know we exist, what we do, etc.)
- Introducing ourselves to the media now will help in future media relations initiatives regarding the Council.



- Discuss further how DOH communications and media specialists can facilitate awareness of the new Cancer Plan and the Cancer Council's implementation of the Plan.

Mailing List for Cancer Plan and Communication Efforts

- Christine will obtain a mailing list of all current Legislators from Genevieve and will talk to Tina Paez about the development of current mailing list by UNM staff.

Date for next meeting

Will be determined via email discussion.

Action Items:

- Bernie to investigate presentation possibility in Las Cruces
- Christine and Genevieve to determine appropriate placement in the Plan for vignettes
- Chris and Abby to begin discussion of NMCC brochure revision
- Christine to send out NMCC PPT presentation to workgroup members
- Christine to send all members the draft Table of Contents for the new Plan
- A target audience description to be developed for distribution at next Cancer Council meeting (was this Genevieve and Christine?)