



**Communication Workgroup  
Meeting Minutes  
May 2<sup>nd</sup>, 2007**

**In attendance:** Nathan Bush, Dirk Gibson, Maria Otero, Melanie Royce, Chris Lucero, Tina Paez

### **Current Activities**

- **Debriefing of NM Cancer Council Lobby Day event**

Overall, the members that attended the Lobby Day event agreed that for a first of its kind event like this, it went well. There was discussion about what the event should look like next year and in subsequent years. Because the 2008 Legislative Session will consist mostly of budgeting concerns, it may be that the event will have to be tailored. Several ideas that were talked about include developing a “report card” or status report to highlight which types of cancers experienced reductions/increases in incidence and mortality or a period of time. A list of current cancer-related bills could be included with this report card/status report. Meeting with representatives or committees during interim committee hearings in July, August and September could also prove more useful than waiting until the busy legislative session itself.

Discussion about how members from the Council could utilize this event to support their individual legislative interests also took place. (Making the purpose of this event practical, relevant and beneficial to member organizations is important.) In addition, there was a considerable amount of discussion about advocacy and policy issues, how to best support these, etc. It was mentioned that this might belong in the territory of the policy/advocacy workgroup.

No final decisions were made on any of next year’s planning activities for this event, but the group did agree to begin meeting much earlier in the year to begin discussions.

- **Completion of FY07 Activities**

- **Travel to promote Plan/Council** - To fulfill the required activities originally agreed upon by the Workgroup, there was agreement to schedule some dates and times with certain organizations/meetings to present about the Cancer Plan and Cancer Council. Maria Otero agreed to assist in the coordination of three meetings with Community Action Teams that address cancer issues in the communities of Farmington, Deming and Las Cruces. At this time, Maria and Christine have agreed to speak at these events. A list of other



locations/events/organizations at which workgroup members could possibly present will be distributed for consideration for the upcoming year.

- **Press release development** - Dirk volunteered to draft a press release to announce the availability of the new Cancer Plan. A couple of examples of press releases that have been developed by other states were distributed to use as a “starting point”. Even though the Plan has not yet been released, the group wants to have a press release ready for use.
- **Process to promote Council member events** – It was decided that for now, Sylvia Baca will send out a monthly email requesting people submit to her any upcoming activities and events their organizations will be sponsoring or hosting during the next 3 months. These events will then be posted on the NM Cancer Council website (on a link to a Statewide Calendar of Events that is managed by Chris Lucero of the BCC program.) Chris agreed to collect these submissions from Sylvia and have them posted to the Calendar. Sylvia will set a deadline by which she needs all submissions AND, in the same monthly email will include a reminder to check the calendar of events for new and updated information. A template will likely be developed for use by Cancer Council member’s use.
- **Revisit Workgroup’s mission** - The issue of revisiting the Workgroup’s purpose or function was discussed briefly. There has been some concern about the Workgroup taking on activities that don’t necessarily fall within the original goals of the Workgroup. The group agreed that growth and change is good and perhaps it is time again to reassess the Workgroup’s purpose to better serve the Council and Comprehensive Cancer Control efforts in the state. Dirk agreed to review the current goals of the workgroup and consider writing a mission statement for the workgroup. The Workgroup also tentatively agreed to include this as an agenda item for an upcoming Executive Committee meeting.
- **Other** – Dr. Royce suggested that, if possible, a single PPT slide be developed and distributed for use by members of the Cancer Council during any presentations they may provide in their professional work. Christine agreed to work on a draft slide and send to Workgroup members for review.

## Date for next meeting

Wednesday, May 30<sup>th</sup>, 2007 3:30pm – 5:00pm at Maria Otero’s office:  
UNM Health, Evaluation & Research Office \* Sol Dance Office Suites \* Suite B \* 2730 San Pedro NE \*  
Ph: 272- 6750.