



Meeting Minutes: Mohawk Area Public Health Coalition JIS Subcommittee			
<b>Date</b>	February 26, 2020	<b>Location</b>	FRCOG 12 Olive St Greenfield, MA Library
<b>Time</b>	10-11:30 a.m.	<b>Duration</b>	90 minutes
		<b>Facilitators:</b>	Carolyn Shores Ness & Norene Pease, Co-Chairs

<b>ATTENDEES:</b>	
Dan Wasiuk, Montague Health Director	Carolyn Shores Ness, Deerfield BOH
Valerie Bird, Greenfield Health Director	Betsy Kovacs, Heath BOH
Cat Hilton, Shutesbury BOH Clerk	Norene Pease, Shutesbury BOH
<b>FRCOG STAFF:</b>	
Greg Lewis; Mark Maloni; Tracy Rogers	

Agenda Items	
1. Welcoming remarks/agenda/introductions	Called to order at 10:05 a.m. by Norene.
2. Goals for a MAPHCO Joint Information Systems (JIS)	<p>Group reviewed draft goals put forth by Norene. Brief discussion and wordsmithing resulted in the following language.</p> <p><b>MAPHCO Joint Information Committee</b></p> <p><b>Mission:</b> Getting the right information to the right people at the right time so they can make the right decisions.</p> <p><b>Goals:</b></p> <ul style="list-style-type: none"> <li>• Reduce uncertainty</li> <li>• Limit fear and panic</li> <li>• Encourage actions that limit the spread of infection</li> </ul> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>• Develop and deliver coordinated messages across multiple towns and agencies</li> <li>• Develop and implement public information plans and strategies</li> <li>• Target all populations</li> </ul>

	<ul style="list-style-type: none"> <li>• Provide coalition members with situational awareness to provide a common operating picture</li> <li>• Counter rumors and inaccurate information</li> </ul> <p><b>Moved by Carolyn to accept the JIS mission, goals, and objectives. Seconded by Betsy. Passed unanimously.</b></p>
<p>3. Roles and Organization of a MAPHCO Joint Information Center (JIC)</p> <ul style="list-style-type: none"> <li>a) Use of F.C MACC</li> <li>b) Lead PIO</li> <li>c) Information Gathering</li> <li>d) Information Dissemination</li> <li>e) Operational Support</li> </ul>	<ul style="list-style-type: none"> <li>a) Not discussed; can investigate further in future meetings.</li> <li>b) Group agreed that for the time being, <b>Carolyn and Norene, as coalition leadership co-chairs, can be considered lead contacts for MAPHCO, and serve as general PIOs.</b> Should press conferences, briefings, or other in-person public briefings become necessary, they may elect to tap others to aid in presenting. <ul style="list-style-type: none"> <li>i. Betsy has a strong background in public relations, communication, and an advanced degree public health, and is willing to assist. The group acknowledged that other MAPHCO members with clinical credentials might also be tapped to assist with messaging and public speaking as appropriate.</li> </ul> </li> <li>c) The committee will identify strategies to monitor and collect any current COVID-19 messaging that communities are issuing. <ul style="list-style-type: none"> <li>i. Betsy will explore and assemble a process for compiling resources around messaging and news monitoring.</li> <li>ii. Ask Boards of Health to help monitor and highlight other municipal messaging being created/issued.</li> <li>iii. HMCC and WAG can work with other Region 1 PHEP coalitions on this as well.</li> <li>iv. Brief discussion of posting and vetting articles of interest. Discussion of using a DropBox account as a potential modality. Nothing finalized, this should be revisited at the next meeting.</li> </ul> </li> <li>d) Some discussion of intended audience and message dissemination. <ul style="list-style-type: none"> <li>i. While overall messaging around COVID-19 is aligned with the goals above, MAPHCO's initial messaging will be geared to local boards, for them to push to their specific municipalities to use at their discretion.</li> <li>ii. Some fundamental messaging around MAPHCO would also make sense, e.g., who MAPHCO is, their role and scope.</li> <li>iii. Acknowledgment that even when using federal level messaging (e.g., CDC or MA DPH), it would be nice to localize or add "MAPHCO/Franklin County flavor" to messaging to the extent reasonable.</li> </ul> </li> <li>e) Given Greg's imminent departure, <b>MAPHCO operational support will be provided by Tracy Rogers, Emergency Preparedness Program Manager, and Mark Maloni, Sr. Public</b></li> </ul>

	<p><b>Health Planner. Please include them both in communications (<a href="mailto:emergencyprep@frcog.org">emergencyprep@frcog.org</a>, <a href="mailto:mmaloni@frcog.org">mmaloni@frcog.org</a>).</b></p> <p><b>i. This group agreed to place-hold Thursday afternoons from 1-2:30 p.m. for meetings as needed. They can be cancelled if need be.</b></p>
4. Potential MAPHCO JIC Staff Members	<p>a) See above, 3c and 3e. This meeting focused more on the broad stroke goals of a Joint Information <u>System</u>. We will further examine the creation of a Joint Information <u>Center</u>, be it site-based or virtual, in future committee meetings.</p>
5. Next Steps.	<p>a. <b>The group agreed to place-hold Thursday afternoons from 1:30-3:00 p.m. for meetings as needed. They can be cancelled if need be.</b></p> <p>b. Cat provided draft initial messaging regarding awareness of the emerging COVID-19 threat, establishment of credible information sources, and actions citizenry can take. Group provided some feedback.</p> <p>i. <b>Cat will refine initial messaging based on discussion, and reissue to the committee. Local boards can use Cat's messaging at their discretion, or modify it to meet their needs.</b></p> <p>ii. <b>Greg will provide Cat with group member emails.</b></p> <p>c. The JIS committee will keep the Steering Committee apprised of the JIS committee's efforts. The Steering Committee will be briefed on this meetings on Monday March 2<sup>nd</sup> when they meet for the BP2 concurrence vote.</p>
6. Business not reasonably anticipated 48 hours prior to the meeting	None,
7. Wrap up and adjourn.	<p>Adjourned at 11:25.</p> <p><b>Next Meeting: Thursday, March 5<sup>th</sup>, 1:30 – 3:00, at FRCOG offices.</b></p>