

Outreach Connections: Tribal Health Information
Publicity/Evaluation Subcommittee
7/7/08 meeting notes

Present: Susan Barnes, Claire Hamasu, Barbara Nail-Chiwetalu, Angela Ruffin
Absent: Sohail Khan, Jeanette Ryan

Announcement to Participants in 2006 Albuquerque Meeting

We will send a general message announcing the Outreach Connections wiki to the NativeHI email list, which is composed of the people who attended the 2006 Native American Health Information Services conference in Albuquerque. We will also send individual email messages directly to the list subscribers, with more details about how to participate in and contribute to the wiki, with some words of motivation and encouragement. The purpose of the general first message to the NativeHI email list will be to announce that the Outreach Connections wiki is available and include information from the site's front page about whom the site is for, why it has been made available, and how to participate. The second message, sent directly to individuals, will be intended to reinforce the first message and provide directions to make participation even easier, accompanied by a link to details on the site plus the invitation to contact Scott Horlbeck for assistance. This second message will also include language that might help motivate recipients to actually visit the site and use it.

Procedural Details: Claire will draft the general message and send it to the Publicity/Evaluation Subcommittee members the week of 7/14 and our goal will be to finalize it by the end of that week so that Claire can send the result to the NativeHI list on 7/21. Barbara will send a draft of the second message to Subcommittee members on 7/21 so that we can finalize it by 7/25 and send it out to individual list subscribers shortly thereafter. Susan will send the list of emails of the NativeHI subscribers to Barbara. We recognize that there will be addresses on the list that are no longer valid; Barbara will communicate with Karla Bourque about bounced messages so that Karla can update the subscriber list.

Planning for Additional Promotion

Participants in the 6/12 Steering Committee meeting requested that our Subcommittee formulate a promotional plan to describe who we will be promoting the site to, what the messages will be, and how we will conduct the promotion. Our Subcommittee discussed these issues and formulated the following approaches:

- Who—the original target audience for the site was library staff who conduct health information outreach to native people. We believe that should be broadened to include anyone who is working in native health care and promotion. Native people's conferences should also be considered as targets for awareness-raising about the Outreach Connections site. We will also provide information about the site to RML staff so that they can inform network members who are working with native populations.
- What—we will create a general publicity piece with content similar to the announcement that Claire will draft for the NativeHI list. It will include color, graphic elements, and pictures, and will probably be smaller than an 8 ½ by 11 inch page. This could be considered an initial promotional phase; further more targeted publicity to likely

participants would feature descriptive information plus criteria to help readers decide whether their work is appropriate for the Outreach connections site. We have approximately \$600 to spend on publicity, and Barbara will check to see what graphics/layout expertise might be available at the University of NM, and what the cost might be.

- How—Copies of the publicity piece will be made available to Steering Committee members who will be attending relevant meetings this summer and thereafter. Angela will look into conducting an all-RML teleconference about the Outreach Connections site, probably in early September. Susan will begin to compile a list of potential groups and meetings to which our promotion could be delivered.

Other Next Steps

Susan will send to the Subcommittee a list of potential dates and time slots for a regular bimonthly meeting. Angela will check on the availability of an 800 number for us to use for our calls. Sohail and Jeanette were not given assignments but will be provided ample opportunity for future contributions.