The California Coalition for the Future of Public Health
Meeting Minutes
May 24, 1989

California Public Health Foundation Offices
2001 Addison Street, Suite 210
Berkeley, CA 94704

Attending

Bernard Weintraub  SCPHA
Alvin Leonard  CPHF
Wendel Brunner  CPHA-N
Eileen Eastman  CCLHO & CPHA-N
Bob Melton  HOAC/CCLHO
Julie Williamson  WCPH
Joe Hafey  WCPH/CPHF
Thomas Rundall  SPH/UCB
Bob Benjamin  CPHA-N
Irene Reed  USPHS/HHS
Dena Dickinson  CPHA-N
Will Stapp  WCPH

I.  Opening Discussion

Alvin Leonard announced that the Past Presidents of CPHA-N will be developing a response to the IOM report. Avenues for linking their efforts with the Coalition need to be explored.

Tom Rundall mentioned that the APHA had developed a task force on the IOM report. He said that the APHA had divided the 34 specific report recommendations into national, state and local areas of responsibility. The APHA is going to focus on the national level recommendations and encourage state chapters to address the state and local recommendations. Rundall will be acting as liaison between the APHA task force and the Coalition.

II.  Conference Date and Location

After reviewing potential sites, the selected location was the downtown Hyatt Regency in Los Angeles. The conference dates are April 25, 26, 27, 1990 (Wed, Thurs., Fri.)

III.  The Organizing Plan

There was general discussion about conference organizing plan. The committee agreed to follow the basic strategy outlined by staff. The issue of quality control over sub-committee activities was raised. The organizing committee agreed to retain the power of a "court of last resort" when disputes come up over composition of committees and committee products.

In order to address the issue of an expanded public health arena, the IOM area, "Roles of Federal, Local and State Agencies" was changed to, "Roles of Major Players in the Health System".
Joe pointed out that several of the suggested chairpersons would be unlikely to take the job unless they could be assured some staff support. He suggested some of the enthusiastic people who contacted him at the end of the last conference may be willing to serve in that capacity.

B. Coalition Development

Julie Williamson made recommendations for members of a subcommittee on coalition development. These individuals include:

Henrik Blum
Henry Montez
Larry Cohn
Todd Rodgers
Carol Spain

The committee will meet on June 5. Their first task will be to explore different coalition models keeping in mind professional and community involvement.

Bob Melton suggested that Bill Walker also be involved. He was particularly concerned that the committee go beyond the conceptual to address the political reality of:

1. Who are the key organizations that should be involved?
2. What are their respective constituencies?
3. How are these organizations currently relating to each other?

Bernie Weintraub suggested that Brian DoBrow might be able to provide some staff support in this area.

C. Issues

Julie Williamson introduced criteria for the selection of specific issue areas. She proposed the formation of a committee that would oversee the specific issues portion of the conference agenda.

A committee was formed with Eileen Eastman as the lead. The other members are: Bob Melton, Al Leonard, Bob Benjamin, and Dena Dickinson.

The next steps for the committee include:

1. Communicating with the cosponsors to identify priority issues
2. Identifying individuals to coordinate conference sessions on prioritized issues
Bob Benjamin has some contacts in the Rotary. He will pursue the possibility of fundraising from that angle. Bob will also contact Merv Silverman about the possibility of doing an AIDS fundraiser in conjunction with the conference.

The committee agreed to request that the California Public Health Foundation cover up to $15,000 in cash flow based on the firm commitment of the USPHS, Region 9 for the same amount.

IV. Minority Recruitment

Julie Williamson and Wendel Brunner stressed the fact that minority recruitment should be a high priority. Julie presented a list of minority public health organizations. She has made some initial contacts and will continue to recruit minority organizations as cosponsors.

V. Labor Involvement

Will made the point that there is a lot of common ground between labor and public health. He advocated greater labor involvement. The committee suggested contacting:

Maura Kealy, SEIU
Lea Morris
Art Carter, Cal.OSHA
Marion Moses, Farmworkers

VI. Letterhead

Because of the graphic problem presented by so many cosponsors, the committee decided to list all the cosponsors on the back in two columns. Cut-off date for co-sponsors on the letterhead is June 7. Joe and Eileen have final approval for the letterhead.

VII. June Mailing

The committee agreed that the June mailing should include the case, the organizing plan, a current list of co-sponsors, and a list of possible issue topics.

The cover letter should include:

1. A request for additional issue topics
2. A request for names of issue chairs
3. A list of contributions
4. A request for a general letter of support to include with proposals.

VIII. Conference Co-Chairs

In order to facilitate decision-making, Joe and Eileen were selected as conference co-chairs.