Thurston Coalition for Women’s Health
February 23, 2016
Time: 1:30 – 3:00 PM
Location: Thurston County Public Health & Social Services Dept.

Outcomes:
To share good news and progress on women’s health issues that are the focus of the Coalition
To decide on 2016 Communication priorities
To update the Coalition on other project work


Progress and Coalition Action

Communications Subcommittee Update
The Communications Subcommittee met in early February to discuss and hone down the initial brainstormed list of 14 items. That group voted on their top five items and were able to get the project list down to five items. (See attached Women’s Health 2016 Brainstormed Project: Rankings document.)

2016 Communications Priorities Discussion & Decision
The Coalition went through the items discussing types of criteria that are important. Discussion included keeping in mind the funder’s interest in social media applications but understanding that we can use traditional media in new ways such as we did with our radio PSAs: we were able to share our radio ads via Twitter and Facebook. Project would need to be completed by late July 2016 to allow time for completion of evaluation for our final report.

After Coalition members voted, the top two projects for this year that were selected were 1) Developing a campaign on the root causes of violence in society (this includes developing a common language); and 2) Developing infographics/memes with local data that can be shared in social media.

The subcommittee will be meeting soon to start work on these projects. The invitations will be shared with the full Coalition so that all that are interested can participate.

Girls Circle Update
Girls Circle groups are meeting in 14 schools across Thurston County. The groups are going well. The YWCA is currently working on several different ideas to secure funding for the program next year. This includes working with our
County’s Legislative representatives and partnering with another YWCA in Walla Walla to try for funding through the state budget process. Other ideas include using a modified approach next year and possibly securing AmeriCorps members to serve as facilitators.

Coalition Future/Sustainability

TCPHSS is hoping to offer Safeplace a contract soon to look at the different options for sustainability planning for the Coalition post grant funding. There is clear interest in the Coalition continuing. Both Safeplace and the YWCA are interested in partnering together to assist with the leadership of the Coalition as it moves forward. They would like to continue to focus on the root causes of the priorities of the Coalition, especially preventing violence against women and girls, and see how the Coalition can create further synergy to affect policy decisions around priority issues of the Coalition.

Next Meeting: Tuesday April 12th 12:30-2:00 PM