

**APHA Affiliate Capacity Building Initiative:
Advisory Committee Meeting Summary
Teleconference
April 1, 2008**

Advisory Committee Members:

Barry Bass, MSW
Bernard Weintraub, MPH
David Corbin, PhD
Edwin Marshall, OD, MS, MPH
James Nelson, MS
Marc Hiller, DrPH
Paul Meissner, MSPH
Stephen R Keener, MD, MPH
Tom Quade, MA, MPH
Walter Tsou, MD, MPH

APHA:

Susan Polan, PhD
Catherine Henze, MPH
Kimberly Moore, MHSA
Kaitlin Sheedy

Not Present:

Bobbie Berkowitz, PhD, RN, CNA, FAAN
Jan Wallinder, RN, MSN

The meeting was called to order at 3:05 p.m. EDT.

Welcome and Roll Call

Catherine Henze, Deputy Director of Affiliate Affairs, conducted the roll call and welcomed Advisory Committee members.

Update on Grantees

Kimberly Moore, Grants Administrator, provided an overview of the grantee quarterly calls to the committee. In January, APHA conducted individual quarterly calls with each grantee to discuss reporting guidelines and individual requirements. All grant project managers as well as additional affiliate leadership participated in the calls.

Overall, the grantees as a whole are excited about the funding and are beginning to make progress. APHA has experienced an increase in requests for Get Ready campaign materials. APHA has formatted new, downloadable Get Ready materials that allow an Affiliate to incorporate its logo.

The next quarterly calls will take place in mid-April. During the call, APHA and the grantee will review the grantee progress chart and the status of implementation. APHA will provide the Advisory Committee with a summary of the calls. Grantees also must submit their quarterly financial report by April 15, 2008.

Update on 2008 Affiliate Technical Assistance and Training Opportunities

Catherine Henze reviewed with the Advisory Committee the ongoing and upcoming Affiliate technical assistance opportunities.

APHA contracted with Steve Bornstein, an expert on strategic and leadership development, to provide individual consultation on strategic and business plan development to all 53 Affiliates. Each Affiliate may receive up to three hours of individual consultation time from February 2008 to October 30, 2008. If additional time is needed, APHA will consider the request on a case-by-case basis. Thus far, at least four Affiliates have taken advantage of this opportunity.

Stephen Keener discussed the strategic planning process – led by Nell Gottlieb on the APHA Executive Board – which APHA has been undertaking. Stephen Keener made the suggestion that in developing or revising their Affiliate Strategic plans, affiliates try to incorporate one or more of the elements from the APHA Strategic Map, while working with Steve Bornstein. Affiliates should be informed about this process but be assured that is an option that is encouraged to maximize opportunities, effectiveness and coordination but it is not a requirement of the grant.

APHA will host two in-person Affiliate Technical Assistance Workshops. One training will be held in Atlanta, Georgia on April 28-29, 2008; the other in Phoenix, Arizona on May 6-7, 2008. Although the trainings will mirror each other in content, APHA provided two sets of training locations and dates to better accommodate the diverse geography and time commitments of our Affiliates. Forty-five of the 53 Affiliates plan to have at least one representative attend the workshops.

APHA was able to secure free meeting space for both locations – the Tom Harkin Global Communications Center at the CDC in Atlanta, and St. Luke's Health Initiatives in Phoenix. Stephen Luce from the CDC's National Center for Health Marketing will present a half-day workshop on organizational marketing free-of-charge to APHA. McKinley Marketing, Inc. will present a half-day workshop titled, "Membership is Everybody's Business." Attendees also will attend an Affiliate Networking Dinner at each location to allow time to network and socialize with other Affiliate leaders. Affiliate Affairs is working to finalize the rest of the agenda.

Looking ahead, APHA has begun to plan a series of webinars on financial management to be offered in July and August 2008.

Update on PRG Evaluation

APHA and Policy and Research Group administered two separate surveys, the Affiliate Capacity Status Form and Survey and the Stakeholder Survey, in November and December. The Policy and Research Group analyzed and reported the results to APHA. The next evaluation tool to be administered is the Affiliate Member Survey, which will be administered in conjunction with the Affiliate dues process. The details of the administration have not yet been determined; however, based on the Affiliate member lists submitted to APHA, PRG will select a random sample of Affiliate members. Those randomly selected Affiliate members will receive the Affiliate Member Survey, which measures Affiliate members' perceptions of their experience and satisfaction within the Affiliate.

Grant Compliance Guidelines

APHA and the Advisory Committee discussed the preliminary grant compliance guidelines. The Advisory Committee suggested integrating a timeframe into the grant compliance guidelines. However, it was agreed that due to differing timelines for deliverables and objectives, the timeframe may vary based on what the infraction is.

Mini-Grants Application Review and Selection Process

APHA announced the funding opportunity and released the RFP in January and February, respectively. The deadline for the grant applications is Monday, April 14, 2008.

The Advisory Committee agreed to form a subcommittee to review the grant applications. Committee members may serve on the subcommittee if their affiliate received funds in the first round of funding, and, therefore, is ineligible for the mini-grant opportunity.

Because the number of reviewers and review process will depend on the number of applicants and total amount of requested funds, the committee postponed further consideration on the application review and selection process until after the grant applications are received.

Action Items

- APHA will finalize the grant compliance guidelines and notify the grantees of the guidelines.
- APHA will draft a preliminary grant review template for the reviewers.
- APHA will provide an update to the Advisory Committee on the number of grant applications received and the total amount of requested funds.
- The Advisory Committee will have the opportunity to comment on the review template and to advise APHA on the application review and selection process.

The next meeting is scheduled for Tuesday, July 8, 2008, 3:00-4:30 ET.

The meeting adjourned at 4:15 p.m.