

**APHA Affiliate Capacity Building Initiative:
Advisory Committee Meeting Summary
Teleconference
January 8, 2008**

Advisory Committee Members:

Bernard Weintraub, MPH
David Corbin, PhD
Edwin Marshall, OD, MS, MPH
James Nelson, MS
Jan Wallinder, RN, MSN
Marc Hiller, DrPH
Stephen R Keener, MD, MPH
Tom Quade, MA, MPH
Walter Tsou, MD, MPH

APHA:

Alan Baker, MA
Regina Davis Moss, MPH, CHES
Catherine Henze, MPH
Kimberly Moore, MHSA
Kaitlin Sheedy

Not Present:

Barry Bass, MSW
Bobbie Berkowitz, PhD, RN, CNA, FAAN
Olivia Carter-Pokras, PhD
Paul Meissner, MSPH

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 Grant Awards

Kimberly Moore, Grants Administrator, briefed the committee on the status of the grant awards and grant commitments. APHA has received a signed grant commitment from each grantee. The first disbursement of funds was issued upon receipt of grant commitment. In January, APHA will conduct individual quarterly calls with each grantee to discuss reporting guidelines and requirements. Holding the first round of quarterly calls allows the grantees to individually ask and receive specific questions and answers, while maintaining a level of confidentiality and sensitivity. However, future quarterly calls may include all grantees or grantees by region.

The Advisory Committee requested a summary of the quarterly calls to provide a general sense of the grantees progress as a whole.

Pfizer Public Health Group Mini-Grants

Alan Baker, Chief of Staff, announced the receipt of a grant from the Pfizer Public Health Group. The funds will be used to provide mini-grants to Affiliates who did not receive grants in the first round of funding through the Affiliate Capacity-Building Initiative (ACBI). The

Affiliates will be notified of the funding opportunity in late-January. APHA tentatively plans to release an RFP in February and to award funds in May.

The Advisory Committee inquired whether they would serve as the Advisory Committee for this grant in addition to the W.K. Kellogg Foundation grant. Alan Baker affirmed that as the ACBI grows and includes additional funding sources, small or large, APHA will continue to look to the Advisory Committee for guidance.

Discussion of Expectations for Grant Compliance and Progress

APHA sought guidance from the Advisory Committee on guidelines for determining satisfactory grant compliance, and subsequent procedures to mediate non-compliance. The committee proposed the following recommendations:

- APHA should provide flexibility on the front end of the grant period, after which there needs to be a firm, uniform standard to which all of the Affiliates will be held accountable for fulfilling their deliverables and objectives.
- The Advisory Committee could serve as a review board to recommend actions on a case-by-case basis for grantees found to have unsatisfactory compliance or performance.
- The compliance guidelines should be in general terms, rather than specific criteria. Because the grants differ greatly in their scope, purpose, objectives and timelines, it would be very difficult to prescribe guidelines for specific deliverables.
- APHA and the committee have always acknowledged the possibility of recycling funds if funded Affiliates were not adequately fulfilling their deliverables and objectives. A set of compliance guidelines provides the steps APHA would take before considering further action.
- The Advisory Committee suggested actions such as semi-annual or quarterly payments, upon receipt of reporting requirements; site visits; progress reports; etc. as reasonable, corrective actions to place a non-compliant Affiliate that would allow them a second opportunity to prove compliance. ???
- The compliance guidelines should indicate a timeline for infractions and the associated penalties.
- APHA and the Advisory Committee need to be accountable to the W.K. Kellogg Foundation to ensure the money is spent as promised. APHA also needs to meet their timeline of deliverables to the Kellogg Foundation.

APHA will draft a set of guidelines and provide it to the Advisory Committee for comment. When the guidelines are finalized, APHA will notify the affiliates of the guidelines and inform them that the guidelines were developed out of need, and were reviewed and supported by the Advisory Committee.

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 Affiliate Capacity Status Form and Survey was to obtain a baseline measure of the Affiliate's capacity. All of the funded Affiliates were required to respond. The unfunded Affiliates were encouraged

and given incentives to respond, but were not required to do so. 51 of 53 Affiliates responded to the baseline survey.

The Stakeholder Survey was an anonymous, individual survey intended for (1) Affiliate Representatives to the Governing Council, (2) members of the Committee on Affiliates, and (3) members of the ACBI Advisory Committee. The purpose was to assess the perceptions of leaders who have a stake both in one's Affiliate and in APHA, in regards to ACBI.

All follow-up surveys will be measured against these baselines.

Affiliate Technical Assistance and Training for 2008

APHA drafted a tentative strategy for technical assistance for the Advisory Committee's review and comment. Based on the Advisory Committee's recommendations to host the workshops in states of affiliates who had not received funding and in cities with a major airport hub, APHA decided to host two regional technical assistance workshops in Phoenix, Arizona and Atlanta, Georgia in late-April and May.

The workshops likely will focus on organizational marketing, member recruitment and retention, and membership benefits in addition to other topic areas. APHA will continue to research available meeting spaces, dates, and topics and speakers. There is a possibility of securing meeting space at the CDC for the Atlanta workshop. The Committee on Affiliates focused one of their scientific sessions at the Annual Meeting on "Using Customer-Centered Marketing to Grow Your Organization." The session was conducted by the National Center for Health Marketing and was well-attended and received. APHA is inquiring with the National Center for Health Marketing about the possibility of hosting a more extensive presentation on the topic at the two workshops.

Also at the Annual Meeting, Steve Bornstein spoke to the Affiliates on strategic and business planning. The feedback indicated that it was good information but generalized. There was a strong interest in a follow-up or individual consultation with Mr. Bornstein. Based on that feedback, APHA is working with Mr. Bornstein to provide up to three hours of individual consultation on strategic and business planning to each Affiliate. APHA will announce the opportunity to the affiliates when the arrangements are finalized.

APHA also plans to host 2-3 webinars and to provide more networking opportunities throughout the course of 2008. Finally, APHA will solicit from all Affiliates and Affiliate leaders proposals to offer and share areas of expertise with other Affiliates. APHA believes all Affiliates should have an opportunity to offer their expertise. In moving forward with technical assistance plans, APHA will attempt to balance internal resources, external resources, and modes of delivery.

Action Items

- In January, APHA will announce the mini-grant funding opportunity to all Affiliates, as well as individual announcements to those Affiliates who are eligible.
- APHA will develop an RFP for the mini-grant application, and provide it to the Advisory Committee for their review and comment.
- In February, APHA will release the mini-grant RFP to affiliates.

- APHA will work to develop a schedule of Affiliate technical assistance efforts for 2008.
- APHA will draft a set of grant compliance guidelines.
- The Advisory Committee will review and comment on the grant compliance guidelines.

The next meeting is scheduled for Tuesday, April 1, 2008, 3:00-4:30 ET.

The meeting adjourned at 4:50 p.m.