

**APHA Affiliate Capacity Building Initiative:
Advisory Committee Meeting Summary
Teleconference
September 24, 2007**

Advisory Committee Members:

Barry Bass, MSW
Bernard Weintraub, MPH
Bobbie Berkowitz, PhD, RN, CNA, FAAN
David Corbin, PhD
Edwin Marshall, OD, MS, MPH
Elizabeth A. Zelazek, RN, MS
Marc Hiller, DrPH
Olivia Carter-Pokras, PhD
Paul Meissner, MSPH
Tom Quade, MA, MPH
Walter Tsou, MD, MPH

APHA:

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

Not Present:

Jan Wallinder, RN, MSN
James Nelson, MS

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.

Overview of Grant Applications and the Review Process

Catherine Henze provided an overview of the grant applications received by APHA and of the review process. APHA received 40 applications, including 2 multi-affiliate applications, encompassing a total of 46 Affiliates by the August 17, 2007 deadline. Most of the applicants requested the maximum amount of funding in their proposals. APHA staff checked that each grant application was complete and met all of the eligibility criteria. Applicants received notification that their application was received and would be reviewed.

APHA notified the 25 reviewers selected from the Conference of Emeritus members, past Affiliate leadership and the University of South Carolina, an APHA counterpart involved in the Kellogg Collaborative. APHA assigned three independent reviewers to each grant application. On August 24, 2007, APHA shipped the grant applications and evaluation tools to their corresponding reviewers. APHA held a series of reviewer orientation and Q&A calls to train the selected reviewers' on the process and to answer their questions. The reviewers submitted their completed evaluations to APHA by September 17, 2007.

Susan Polan, PhD, Associate Executive Director of Public Affairs and Advocacy, discussed with the Advisory Committee some of the issues raised by the review process. A satisfactory resolution of these concerns was finalized, including a plan to contact one reviewer to clarify some discrepancies in their comments. APHA and the Advisory Committee then accepted the reviewers' evaluations of the grant applications.

Overview of the Selection Process

Catherine Henze summarized the secondary review and selection process for the Advisory Committee's meeting at APHA on October 1, 2007. The committee will conduct their secondary review, seeing only blind evaluations, not the original proposals. Each evaluation will identify its corresponding Affiliate's region and quartile ranking, but not the Affiliate itself. Committee members will be asked to recuse themselves from discussions of evaluations within their region. This secondary review will be to ensure that there is a legitimate distribution among the quartiles and geographic region and to make final recommendations for awards. Following the meeting, APHA will take the final recommendations to Dr. Georges Benjamin, APHA Executive Director, to make a final decision on grant awards.

Among those who will receive awards, APHA will identify areas for possible budget negotiations and proposal modifications. The Advisory Committee identified items that were proposed by more than one affiliate (e.g. CapWiz or membership databases) as areas for possible negotiation. Such items may be opportunities for APHA to seek group rates for the Affiliates or provide their own tailored program rather than purchasing an outside program. While the Affiliate would still incur the costs to implement the program, there would be cost-savings.

Affiliate Technical Assistance and Training

APHA staff tallied the results of "Appendix A: Proposed Technical Assistance and Training Activities" of the Request for Proposals and ranked the technical assistance priorities overall and by region. The immediate technical assistance priority is to plan the two sessions for the Annual Meeting. APHA staff reviewed the top 10 overall priorities for technical assistance and then considered addressing the priorities that naturally would need to precede other efforts. The top four priorities included: strategic planning, developing and implementing business plans, developing financial management and budgeting skills, and creating and managing a membership database. APHA identified strategic planning and business planning as two areas that would guide the Affiliates' capacity-building over the next three years and, therefore, proposed them as the most critical topic areas to offer for the two technical assistance sessions at the Annual Meeting. The funded Affiliates would be required to attend, but all Affiliates would be invited and encouraged to attend.

APHA asked the Advisory Committee for their input. The Advisory Committee agreed that the priorities for the first year of technical assistance were strategic, business and financial planning. The committee also agreed that it made sense to start with strategic and business plans as they are the precursors for many other activities that Affiliates are moving towards. The two topics lend themselves to the annual meeting environment as they are more basic and there are other events that can complement the technical assistance. The committee specifically suggested that Affiliates might benefit from the Committee on Affiliate's scientific session, "Using Customer-Centered Marketing to Grow Your Organization." The committee suggested that APHA staff

send to all of the Affiliates a “Save the Date” for the annual meeting sessions and encourage all Affiliates to attend.

For the Annual Meeting sessions, APHA will look for a consultant who could offer a continuum of services to provide continuity to the Affiliates and opportunities to work one-on-one with the consultant(s) if they chose to do so. The Advisory Committee suggested peer-to-peer mentoring and regional collaboration as possible modalities for future technical assistance efforts.

Committee on Affiliates Representative to the Advisory Committee

Elizabeth Zelazek, RN, MS, CoA Chairperson, reminded the Advisory Committee that Stephen Keener, MD, MPH, CoA Chairperson-Elect, would become the CoA Chairman and replace her on the Advisory Committee in November. She thanked the committee members for the experience and the opportunity to work on the initiative together.

Action Items

- APHA will send to all of the Affiliates a “Save the Date” for the technical assistance sessions at the Annual Meeting.
- APHA will research and provide an expert(s) on strategic and business planning for the sessions.
- The Advisory Committee will conduct a secondary review of the grant application evaluations and make final recommendations at their meeting on October 1, 2007.

The next meeting is scheduled for Monday, October 1, 2007, 8:30 – 4:00 p.m. ET, at APHA Headquarters.

The meeting adjourned at 4:00 p.m.