


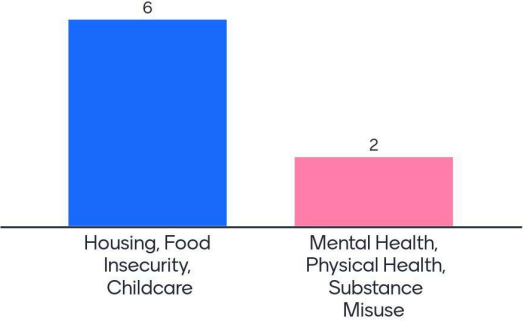

MAPP Communication Workgroup Meeting
 Thursday February 1, 2024 9:00 – 10:30 am
Via In-Person & Zoom

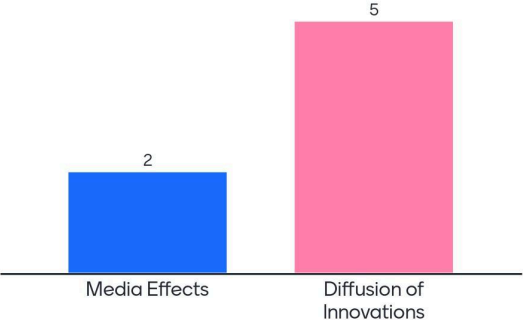
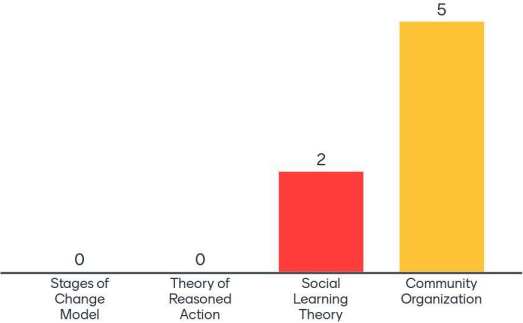
Present In-Person: Rhapsody, Mel, Derotha, Annie, Joscie, Warren, Anna, Hannah

Present via Zoom: Asia, Mary

Notetaker: Hannah

TIME	TOPIC	DISCUSSION	ACTION
9:00-9:10	Welcome, Intros & Agreements	<ul style="list-style-type: none"> - Name, Agency (if applicable) - What brings you to the table today? <ul style="list-style-type: none"> - Connect, help, draw together, create form of connection, build network, inter communication to build a safe community, connecting people-places-resources, create efficiencies, getting out accurate information to maintain or improve quality of life, work together to find means to share resources to empower the people in our community, finding a way to create awareness since we are lacking front door services 	
9:10-9:40	Communication Theories 101	<p>Communciation Theories (link to PPT)</p> <ul style="list-style-type: none"> - Media Effects <ul style="list-style-type: none"> - includes TV, radio, social media, interpersonal - at a population level - don't tell us what to think, but tell us what to think about - multiple channel exposure has greatest impact - Diffusion of Innovations <ul style="list-style-type: none"> - how the "new" spreads - includes both mass media and interpersonal comms - innovation is idea, object, or practice - Key Questions <ul style="list-style-type: none"> - is is better/additive? - does it fit? 	

TIME	TOPIC	DISCUSSION	ACTION						
		<ul style="list-style-type: none"> - is it easy? - trialbility is tricky with info <p>Behavior Change Theories</p> <ul style="list-style-type: none"> - Stages of Change Model - Theory of Reasoned Action - Social Learning Theory - Community Organization 							
9:40-9:45	Mentimeter	<p style="text-align: center;">menti.com & use code 4145 2790</p> <p style="text-align: right;"> Mentimeter</p> <p style="text-align: center;">Please choose the area you would like to focus on first</p> <div style="text-align: center;">  <table border="1" style="margin: 0 auto;"> <thead> <tr> <th>Area</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Housing, Food Insecurity, Childcare</td> <td>6</td> </tr> <tr> <td>Mental Health, Physical Health, Substance Misuse</td> <td>2</td> </tr> </tbody> </table> </div> <p style="text-align: right;"></p>	Area	Count	Housing, Food Insecurity, Childcare	6	Mental Health, Physical Health, Substance Misuse	2	
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		<p data-bbox="1541 159 1638 175">Mentimeter</p> <p data-bbox="531 207 1539 310">Please choose which communication theory you would like to use for the chosen priority area</p>  <table border="1" data-bbox="827 350 1346 667"><thead><tr><th>Theory</th><th>Count</th></tr></thead><tbody><tr><td>Media Effects</td><td>2</td></tr><tr><td>Diffusion of Innovations</td><td>5</td></tr></tbody></table> <p data-bbox="1566 721 1638 753">👍 👤</p> <p data-bbox="1541 818 1638 834">Mentimeter</p> <p data-bbox="531 867 1491 969">Please choose which behavior change theory we should use for message design</p>  <table border="1" data-bbox="827 1010 1346 1330"><thead><tr><th>Theory</th><th>Count</th></tr></thead><tbody><tr><td>Stages of Change Model</td><td>0</td></tr><tr><td>Theory of Reasoned Action</td><td>0</td></tr><tr><td>Social Learning Theory</td><td>2</td></tr><tr><td>Community Organization</td><td>5</td></tr></tbody></table> <p data-bbox="1566 1383 1638 1416">👍 👤</p>	Theory	Count	Media Effects	2	Diffusion of Innovations	5	Theory	Count	Stages of Change Model	0	Theory of Reasoned Action	0	Social Learning Theory	2	Community Organization	5	
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9:45-10:25	Defining Our "Who"	Didn't get to this - HOLD for next meeting Audience Analysis Audience Segmentation	
10:25-10:30	Closing and Next Meeting Date	Next Meetings: Thursday, February 8 and Thursday, February 22 at 9 am	

TIME	TOPIC	DISCUSSION	ACTION
	Zoom Chat	<p>09:03:32 From Hannah Gustafson to Everyone: Thanks for putting up with the tech testing!</p> <p>09:03:50 From Mary Darbonne to Everyone: Reacted to "Thanks for putting u..." with ❤️</p> <p>09:13:49 From Mary Darbonne to Everyone: Sounds good!</p> <p>09:22:33 From Mary Darbonne to Everyone: Asia, Are you seeing the correct screen?</p> <p>09:35:27 From Hannah Gustafson to Everyone: what jumps out, potential usefulness, how might theory inform how we communicate</p> <p>09:42:54 From Mary Darbonne to Everyone: Hannah, we lose the slides during breakout rooms. Would it be possible to simply mute Asia and I so we can talk amongst ourselves but still have reference to slides?</p> <p>09:46:46 From Hannah Gustafson to Everyone: we are going to chose between the two in a moment!</p> <p>09:50:47 From Hannah Gustafson to Everyone: brief reflection on this behavior change theory</p> <p>09:52:08 From Hannah Gustafson to Everyone: please wrap up</p> <p>09:59:49 From Hannah Gustafson to Everyone: please wrap up</p> <p>10:06:45 From Hannah Gustafson to Everyone: please wrap up</p> <p>10:12:00 From Hannah Gustafson to Everyone: this is the final of four potential behavior change theories, next we will be choosing both a topic and then which BCT best aligns</p> <p>10:13:00 From Mary Darbonne to Everyone: Reacted to "this is the final of..." with 👍</p> <p>10:13:21 From Hannah Gustafson to Everyone: please wrap up</p> <p>10:15:41 From Hannah Gustafson to Everyone: 4145 2790</p> <p>10:26:14 From Bunnell Arts to Everyone: I can meet on the 8th or 29th; not on the 22nd</p>	