



Minnesota
Heart Health
Program

Changes - (1/1/82)

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June 17, 1982

*PUT IN NEXT WEEK TODAY - sent, KR
e NM, 9/13/82 JWC*

*NM - Everything but his item
is to be under
control. ? NB*

TO: Dr. Mittelmark

FROM: Dr. Carlaw

RE: Mankato Community Advisory Board Meeting - June 15, 1982

I would like to anticipate the report of the CAB meeting which Rick Swanson will circulate. Two or three issues arose which seem to me to require our attention:

1) There is still deep concern on media support. The eating patterns task force has planned their campaign to begin on August 1st and rely heavily on media distribution on that date. This campaign is sequential on a monthly basis and sought assurance that in fact the media supply would be on time or preferably on hand before August 1st. I could give no assurance but explained that we had recently organized the media production unit into Laboratory space and felt that this would create greater efficiencies in meeting timelines.

The issue here is not media. In my view, there are two principle sources of community interest and energy. One is responsibility and I think we have given that freely. The other is the capacity to be innovative. While the structure encourages innovation, the innovation has mostly taken the form of creating brochures, announcements, pamphlets, etc. By not providing discretionary money for printing at the local level and by constantly missing deadlines in our media production schedule, we have created an experience of frustration which, if continued, will seriously dampen energy and commitment to the project. I regard this issue as very important and would strongly recommend the allocation of some discretionary monies at least for local production.

2) A second issue which surfaced during the course of very positive discussions was the budget for Mankato. Several members asked that our budget be shared with them and many expressed that this was the only board on which they sat in which budget information was consistently withheld. We have discussed this before with the Board and I was not put out in any way by the request. However I think the request is reasonable as it relates to the Mankato section of the project. We are asking much in time and commitment from the community and should be prepared to take them into our confidence at least in the general layout of our budgetary plan. I would hope that by the next Advisory Board meeting in October we might have a budget statement on the Mankato project.

3) I proposed to the Board that all members of the task forces and members of the Board meet in mid-October for a workshop seminar as a kind of review and update session with a specific purpose of looking at the composition, direction

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time frames and relationship of task forces. Initially this was seen as redundant as most task forces are engaged in these activities. However after some discussion from the Board, there was increasing support for the idea and I left with the sense that the group would like to see this happen. It will probably be on the agenda for the next Executive Committee meeting on August 10th which I will attend.

4) Following the CAB meeting I had a long discussion with Nadine Sugden and Jack Weston. Weston was very enthusiastic about greater involvement by the churches and suggested that in the late summer there be another dinner party for church leaders including lay members and wives. I suggested that at this time we might get into more discussion on ways in which the church structure might foster heart health in Mankato. Nadine Sugden related a number of positive experiences in her eating patterns approach but was mostly concerned with a joint meeting of service clubs to be held October 5th with the heart health eating patterns task force. She asked particularly if Dr. Blackburn may be able to visit Mankato on that day.

5) The report by John Eustermann on Elaine Stone's visit created considerable interest. Questions were asked concerning evaluation of the project and when this would take place. I mentioned that the Institute had discussed the possibility of a mid-term site visit in 1983 and suggested that this would include a site visit to Mankato. The Advisory Board would like advance notice of this visit and it was suggested they might meet with the visitors over lunch.

/rd

cc: H. Blackburn