

CONFIDENTIAL

Memo - MM, RL, D

HB's INFORMAL COMMENTS ON MHHP EXECUTIVE MEETING, October 28, 1981

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The Executive Committee met to consider a number of practical issues.

Media Campaign.

We attempted to develop a consensus of impressions of needs in media production and media coordination with the Laboratory. We agreed entirely and strongly on the following points:

- 1) We need a media campaign director who can give adequate time to the issues, with continuous attention, with a substantial proportion of effort to include sitting in with a community-based program group for complete understanding and coordination of the media campaign with that program.
- 2) We all had confidence in Jerry Kline to direct that campaign, and emphasized the necessity that sufficient effort be given to it in the next period and that it should not be developed in isolation of the other aspects of the Health Program, including community-based program.
- 3) The necessity for advanced planning for the Mankato Community media campaign and for the Fargo/Moorhead campaign, with the setting of priorities and approximate deadlines.
- 4) The need for direct housing of non-production media staff with the MHHP staff to facilitate understanding and communication; the provision of a regular desk and place for Ken Greer and the establishment of this working relationship immediately without waiting for the new building.
- 5) The necessity for periodic objective review of performance and interaction between media and the rest of the MHHP staff, and the necessity to get mutual perceptions, needs and expectations up-front, and on the table.
- 6) The need to have a less diffuse media campaign, with sharpening of focus and phasing, in coordination with the Health Education Director and the community-based program working group.
- 7) The need promptly for a well-done slide-tape series on Mankato community operations, starting with the Health Education Center operations and soon to include community-wide activities. (We discussed review of our Mankato independent photographers productions with the idea of contracting with him to produce this material.)

Community-based Program.

We discussed the interests of Maury and Dr. Carlaw in Dr. Carlaw assuming a direct operational rather than senior adviser status in the community-based program. In this he would have direction and an academic vested interest. There was great enthusiasm for him assuming this role, which would be phased in over the next weeks.

Mankato Activities.

A report was made on the function of the Health Education Center in which the participant flow appears to be excellent, though they are involved a half an hour longer than anticipated. The staff seems to be functioning extremely well. Difficulties in callbacks and recruitment apparently relate to the high student composition of the first area approached.

Adult Education.

We had a report on the development of adult education with the effective working team of Risé, Becky, Rosalind and Pat Elmer. The first adult orientation class will be November 17. There will be two types of classes, one general and one smoking. Becky Mullis is taking leadership in developing this program.

We discussed relationships with Mankato State and the idea the LPH would run an internship with the community-based program, for credit for MSU State students, supervised by Dr. Carlaw. Orientation workshops were proposed to be held with the MSU people.