



Alliance for Healthy Communities

February 3, 2015 Meeting Agenda

3:30–5 PM, Parkway ISC

AHC 1st Tuesdays

12657 Fee Fee Rd.
Rm A
St. Louis, MO 63146



Alliance Vision: To create a community empowered to make positive choices through knowledge, skills and resources.

Alliance Mission: Engage the community to reduce youth substance abuse and risks of suicide by raising awareness and changing community norms.

- 3:30 **High Impact Communications** *Kelly Ferrara, President, StratCommRx, Inc.*
A growing priority in AHC strategic planning is building our brand and credibility as an area resource able to influence the community. This priority involves creative and impactful execution in AHC communications, ranging from surveys to social media to stakeholder reports to event flyers. Kelly Ferrara, president of StratCommRx and a Parkway parent, and her team, have a successful history of empowering organizational communications, i.e., Forest Park Forever, and the Missouri Foundation for Health (our current funder). Ms. Ferrara will share insights and stimulate ideas about how AHC can maximize its investment in communication strategies.
- 4:00 **Introductions and Announcements** *Ken McManus*
- **Introductions** – name, organization and role, connections to youth substance abuse and suicidality
 - **Community Champion Award Presentation**
 - **Medication Drop Box Location Cards**– AHC quarterly distribution to area pharmacies.
 - **Strategic Planning Updates**–
 - ⇒ *Thursday strategic planning sessions, 4-5:30 PM, Parkway ISC.*
 - ⇒ AHC’s summary report of the 2014 community assessment is available at ahc-stl.org on the important documents page. Included are pdf files of an executive summary, a full report providing data references, the Search Institute aggregate report (all schools involved) and a document profiling the incidence rates of underage drinking, youth substance abuse and youth mental health and suicidality.
- 4:15 **AHC Next Steps in Communications Priorities** *Ken McManus*
Building on the content of Ms. Ferrara’s presentation, AHC members will discuss how we can incorporate the creative suggestions into general communications as well as how empowering our community presence can make us more relevant within each community sector.
- 4:35 **AHC Strategic Planning** *Ken McManus*
AHC members will review and discuss the assessment summary report and current strategic planning progress. This will be an opportunity to share ideas, concerns and support for AHC’s developing vision.
- 5:00 **Adjourn– THANK YOU** for your attendance, participation and support!

Next Meeting: March 3, 2015

For More Information Contact
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