

Meeting Minutes September 6, 2007

In Attendance:

Dimitri Christakis
Ben Wilfond
Dennis Shaw
Doug Diekema

Nanci Villareale
Rita Mangione-Smith
Delila Katzka
Heather Lindemann

Introduction:

The purpose of this meeting was to review feedback received from the public forum and incorporate suggestions, as appropriate, into the strategic plan. The team reviewed a handout that contained notes taken at the live forum, written comments and the forum evaluation results. Dimitri mentioned that most of the feedback was related to the center's name and programs.

Programs:

Regarding the programs, Dimitri expressed concern that the list of programs may not be all inclusive. The team discussed ways to address this including incorporating some words such as "our programs currently encompass", "our programs include" or "We anticipate there will be future collaborations", to make it clear that the door remains open for other programs.

The group also discussed organizing the list (currently in alphabetical order) into categories, thereby providing umbrella areas where more detail could be added later. Another alternative would be to collapse the list to be more general overall. Dimitri agreed to put together some verbiage about this not being an exhaustive list.

Center Name:

The center name was discussed at some length and the group agreed to revise it slightly by moving "research" to the end. They also discussed Marketing and Communication's plan to put the name and vision to a focus group in order to obtain more feedback from the lay community. The makeup of this focus group was discussed and the team felt it very important that parents and patients take part. Heather took the action to bring this back to Mark Ruffo who is coordinating this activity for MarComm. The committee also suggested that the focus group provide comment on how "behavioral" and "outcome" are received as alternatives to the words used in the current name because they are more descriptive to investigators. Overall, the team felt that it would be interesting to get feedback from the focus group, but if substantial changes are suggested the team may want to meet to consider how to integrate new ideas.

Revised center name:

Center for Child Health, Development and Health Care Research

Vision:

Some of the wording in the vision statement was also talked about at the forum. Some felt that listing "equitable, efficient, safe, timely, family-centered and effective" and "families, communities, schools, providers and health-care organizations" was wordy. Though the team understood this concern they felt that the vision must resonate with the center members as well

as lay people and that these words were important to encompass the diverse nature of this center.

Further discussion:

Many comments at the forum were related to space planning; Dimitri said that he is working on this. Another item brought up was a biostatistical core. He and Bonnie Ramsey are working with others to put together a proposal for this core.

The similarity in some centers' priorities and how this may be addressed was discussed briefly. CDAC (Center Directors Advisory Committee) will take this up after center plans are finalized including sharing resources where appropriate to accomplish these goals.

In terms of publishing the plan, members felt that it would be helpful to package it in a way that will provide a brief overview so that it is easy to digest with the option to drill down to more detail at the reader's discretion.

It was proposed that the next meeting be cancelled since any further discussion can either be handled via e-mail or will need to take place after the focus group. Delila will send a cancellation notice to the team.

Action: Draft modification to programs or an introduction to the list to clarify the intent to be inclusive. **(Christakis)**

Action: Request parent and patient participation in the focus group. **(Lindemann)**

Submitted by:

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