

**F2FHIEC Public Awareness Committee
Meeting Minutes
November 10, 2008**

Present: Lisa Cook-Gordon, Rhonda Smith, Kelly Orginski, Victoria Meeder and Jackie Igafo-Te'o.

The draft brochure was critiqued and comments were noted (including using the same pictures that were used in the insurance booklet). Recommendations will be forwarded to the designer. A review product is to be ready on November 18, 2008. Final revisions will be made and sent to print on November 25, 2008. Brochures will be available for distribution at the next Collaborative Workgroup meeting on December 10, 2008.

It was determined that a bookmark should also be developed as a public awareness product. The committee compiled ideas. A bookmark will be designed and prepared for committee review by November 25, 2008. (Kelly will send a template)

Discussions for distribution and promotion of F2FHIEC products continued.

Distribution

- ❖ Brochure- Faith based organizations, 4C Councils, Watch Me Grow Calendar Recipients
- ❖ Bookmark-Michigan Association of Libraries, Watch Me Grow Calendar Recipients

Promotion

Introduce product using Constant Contact an email marketing tool. Cost is \$50/month.

- ❖ AAP Chapter Members
- ❖ Michigan Protection and Advocacy
- ❖ NICHE Disability Organization Lists
- ❖ Network for Good (Jackie will provide information)
- ❖ WIC
- ❖ Genetics Clinics

The Committee will continue to develop a F2FHIEC Public Awareness Work plan that will include brochure promotion and distribution at its next meeting.

Next Meeting: December 10, 2008 from 10:00 am – 12:00 pm at the ARC Michigan.
(Prior to F2FHIEC Collaborative Workgroup Meeting.)