

OPEN MEETING MINUTES

Name of Governmental Body: Governor's Health Equity Council - Framing Subcommittee 4:			Attending: Paula Tran, Gina Green-Harris, Jerry Waukau, Tia Murray, Michelle Robinson, Lisa Peyton-Caire, Shiva Bidar-Sielaff, Dr. Tito Izard State Staff: Andrew Walsh, Sarah Schuit
Date: 8/11/2021	Time Started: 3:00	Time Ended: 4:00	
Location: https://dhs.wi.zoom.us/j/83328837279			Presiding Officer: Paula Tran

Minutes

Present: Andrew Walsh, Sarah Schuit, Paula Tran, Gina Green-Harris, Jerry Waukau, Tia Murray, Michelle Robinson, Lisa Peyton-Caire, Shiva Bidar-Sielaff, Dr. Tito Izard

Absent: Karen Timberlake

Agenda and Summary

1. Welcome & Introductions
2. Review and Approve Minutes
 - a. Approved
3. Overview of Clarified Charge
 - a. Defining the "overarching story" into which the work of other subcommittees can be framed and articulated
4. Presentation and Discussion (40 min)
 - a. Examples -- comparing toxic and transformative health narratives (WI healthiest state narrative); examples from Policy Link and Rural Abundance (MN)
 - b. Situates in the Mental Models space of the Six Conditions of Change – bi-directional relationship with narrative and messages
 - c. Examples of dominant public narratives and using alternative transformative narratives to amplify other voices, values, and within the context of GHEC, to promote health equity
 - d. Feedback included desire to avoid problem-centered positioning of topics; being stuck on negative narratives; leaving out context from information and knowledge; dumping into groups/labeling; eliciting defensive mechanisms
 - e. Interest in lifting up the stories of the good work that is happening and is being done to improve health and health equity; understanding the audience to craft messages; developing a foundational narrative that appeals widely and can withstand shifts in governmental leadership; presenting factually-based information without labels; using WI-examples of how decisions create outcomes; building long-view for public and policy makers
5. Wrap-up and Next Steps
 - a. Charge to think about the form of the deliverable, and with that deliverable, the content and stories to fill it in
 - b. Adjourn

Prepared by: Andrew Walsh on 8/11/2021.

These minutes were approved on 9/8/2021