

Skokie Board of Health
January 11, 2018

Present

Ms. Black
Dr. Dave
Dr. Drachler
Ms. Jones
Mr. Pandya
Dr. Shim
Dr. Sood

Dr. Topouzian
Dr. Varma
Dr. Vernon
Ms. Urbanus
Dr. Werner
Dr. Williams

Absent

Ms. Nickisch Duggan
Dr. Prince

Excused

Mr. Abbasi
Dr. Gaynes

Dr. Catherine Counard, Director of Health
Mr. David Clough, Staff
Ms. Maricar Fernandez, Staff

Call to Order - The meeting was called to order at 7:03 p.m. by Dr. Drachler, Chairman.

Approval of Minutes – Minutes from the December meeting were reviewed and approved.

Skokie Marketing and Communications Plan – Ann Tennes, Director of Marketing

Dr. Drachler had the Board of Health introduce themselves to Ms. Tennes. Ms. Tennes has worked for the Village of Skokie for 20 years and is the Director of Marketing and Communications. She oversees all Village communications including *NewSkokie*, Skokie e-news, and the Skokie Vision cable news network. Skokie e-news has a circulation of almost 15,000 individuals. Ms. Tennes is in the process of developing her fourth “Village Communications Plan”, and she interested in learning how people receive information from the Village.

Ms. Tennes asked 12 questions (which were provided to the Board ahead of the meeting):

1. How do you usually learn about Village programs, services or events?
2. When you find out something important about a Village program or service, how do you communicate the information to your friends/neighbors?
3. What does the Village do well with communications?
4. Where does the Village need to improve communications?
5. Content – Is the information provided by the Village useful to you? Is there additional or expanded information you would like?
6. Have you learned about a Village program/service through a means outside of formal Village communications? How?
7. Are you signed up for: SkokieNews, Nixle, CodeRED texts or emails, Access Skokie app, Text a Tip?
8. Social Media – Are you signed up for: Shop Local Skokie, Skokie Police Facebook, Police Department Twitter, Village YouTube, Village and/or Farmers’ Market Instagram.
9. Do you subscribe to cable? Do you watch Village access channels or rely on them for information?
10. How do you get alternate-side parking information on the day of a snow event?
11. NewSkokie is published nine times a year. Do you believe that you receive all nine editions? Do you and/or others in your household read the newsletter?
12. Is there anything else you would like me to know about Village communications?

Several broad themes emerged in the answers to these questions. Many Board members reported getting initial information from the print version of *NewSkokie*, and then following up for more details online. After that, they tend to spread the information they've learned by communicating with friends and neighbors through conversations, texting, or phone calls.

Board members were complimentary of Skokie's overall communication efforts. The attractiveness of both print and online communications was highlighted by multiple Board members. Another positive was how information is shared through large events like "Boomers and Beyond" and the Festival of Cultures.

Possible improvements suggested were more interactive elements to electronic media. One example given was a localized event calendar with tagging and filtering to make content easily searchable. More targeted information, filtered based on age or other demographics was recommended for electronic media. Many Board members stressed the importance of translating materials into multiple languages.

Ms. Jones suggested the Village send a welcome packet for renters like the one received by homeowners. One of the issues is that the Village is able to track new home owners but not new renters. Ms. Jones wondered if it would be possible to track renters through zoned parking permit applications. She also suggested having a communications professional monitor the Police Facebook page. Ms. Tennes asked Ms. Jones to forward her the Facebook post she felt was a bit off.

Ms. Urbanus recommended making sure that Emergency Communications were supplied in a format in which they could reach non-computer users. Many of Skokie's most vulnerable residents either lack a computer or are less likely to be computer literate.

Dr. Williams suggested doing more outreach through the High Schools as a way to simultaneously engage youth and reach out to multiple generations of families. This could also help to overcome language barriers. He also asked that Ms. Tennes reach out to the wider community, as well as the Skokie Boards and Commissions, as Board members might be more aware and attentive to Village communications.

Ms. Black suggested reaching out to religious communities as another way to reach multiple generations.

Ms. Tennes thanked the Board for their input and assured them that the suggestions would inform the "Village Communications Plan".

Chair's Report

Dr. Drachler mentioned that the Board and Commission Appreciation Dinner will be Monday March 12, and he encouraged Board members to attend. He then shared a commendation for Dr. Usman from Mayor Van Dusen for his many years of service on the Board of Health. Mr. Nidetz has also resigned from the Board of Health leaving three open positions.

Dr. Drachler, Dr. Williams, Dr. Counard, and David Clough will be working with Dr. Timothy Sanborn, Head of Cardiology for NorthShore University HealthSystem, to finalize the Tobacco 21 presentation for the Skokie Chamber of Commerce.

Due to time constraints the Director's Monthly Report was given to the Board to read. Dr. Counard did, however emphasize the severity of influenza this season and encouraged Skokie residents to get vaccinated at the Health Department. Dr. Vernon added that although the influenza vaccine this year is not as effective against the primary circulating strain of the virus, it will still reduce the length and severity of influenza related illness.

Old Business

No old business

New Business

No new business

The meeting was adjourned at 8:39 PM.

Next meeting:

Thursday, February 8 at 7:00 PM

Skokie Village Hall

2nd floor Conference Rooms D & E
