

**Breast Cancer Control Advisory Board
Special Meeting to consider one item,
the 2015 Josetta Wilkins Award Format**

March 19, 2015

Minutes

Attending Board Members (All via teleconference call):

Dr. Jerri Fant, Sarah Faitak, Sharon Parrett, Dr. Ronda Henry-Tillman, Dr. Hope Keiser, Dr. John Lynch, Alicia Storey and Debra Walden

Absent Board Members:

None

Arkansas Department of Health (ADH) (in person):

Alysia Dubriske, Joanne Jones, David Kern, Cheryl Roland, and Reginald A. Rogers.

Arkansas Department of Health (ADH) (via teleconference call):

Dr. Appathurai Balamurugan and Geray Pickle

Other Organizations (in person):

Lisa Van Hook (The Communications Group)

Other Organizations (via teleconference call):

Heather Bailey (The Communications Group), Royce Pinkard (HP) and Jessie Smith (HP)

I. Introduction:

Joanne Jones, Arkansas Department of Health (ADH) Community-Clinical Linkage Domain Lead/ BreastCare Program Director, asked whether everyone on the call and at the meeting had received the board packet which contained two options which The Communications Group (TCG) proposed for the 2015 Josetta Wilkins Award. No one indicated that the proposals had not been received.

II. Call to order:

Dr. Ronda Henry-Tillman called the meeting to order at approximately 4:15 p.m.

Dr. Henry-Tillman ordered the roll to be called. The roll was called and each board member, except Dr. John Lynch, acknowledged attending the meeting at this time. Dr. Lynch later joined the meeting in progress.

A. Discussion and Action on the 2015 Joesetta Wilkins Award (JWA) Options

Dr. Henry-Tillman started discussion on the Joesetta Wilkins Award options which were left on the table at the January 27, 2015, Regular Meeting of the Breast Cancer Control Advisory Board. She started discussion of the first proposal, which was a video and digital ceremony. A description in The Communications Group handout stated that TCG "has worked with KLRT to develop a JWA option that extends the event's reach beyond Central Arkansas while remaining true to BreastCare's mission of screening and early detection." The cost estimate for Option 1 was \$16,500. The second option was a traditional awards ceremony "held in a medium-sized venue. The program will last roughly an hour and a half." The cost estimate for the second option was \$23,500.

Dr. Henry-Tillman asked members if they had any comments or if they wanted to immediately vote on the options, which provide the background, costs, benefits and reach of each proposal.

Dr. Appathurai Balamurugan, Medical Director, ADH Chronic Disease Prevention and Control Branch, and Associate Director for Science, ADH Center for Health Advancement, asked if he could speak on the first option. He said he liked the first option. It will reach a wider audience. For future consideration, he also suggested that the Joesetta Wilkins Award could be held at a luncheon during The Arkansas Cancer Summit, an annual event organized by the American Cancer Society local office.

Board members immediately spoke their preferences for the first option. Dr. Jerri Fant; Sharon Parrett; Dr. Hope Keiser who said it sounded like a real opportunity for the board; Debra Walden who said she likes option one and hears TCG's broadcasts of BreastCare program information in Jonesboro on Arkansas public radio stations, and that it reaches people; Sarah Faitak; Alicia Storey; Dr. John Lynch, and Dr. Henry-Tillman all expressed their support for Option 1.

Reginald Rogers, ADH Legal Counsel, said the board needed to make a motion and take a vote on it. Dr. Fant made a motion to approve Option 1, and Dr. Lynch seconded. Dr. Henry-Tillman called for a vote. Members voted and there was no opposition to Option 1. Dr. Henry-Tillman said the board would look at the next step to make it happen.

B. Next Board Meeting:

Dr. Henry-Tillman said the next meeting would April 28, 2015 in the regular meeting place in the Fifth Floor Media Briefing Room of the Arkansas Department of Health Central Office.

III. Adjournment

Dr. Henry-Tillman adjourned the meeting at approximately 4:25 p.m.