

**Special Breast Cancer Control Advisory Board (BCCAB)
Meeting Minutes**

August 29, 2022

Attending Board Members:

Co-chair Dr. Ronda Henry-Tillman, Co-chair Dr. Jerri Fant, Dee Collins, Sharon Parrett, and Alicia Storey

Absent Board Members:

Dr. Hope Keiser

Arkansas Department of Health (ADH):

Dr. Hattie Scribner, Reginald Rogers, Laura Shue, and Meg Mirivel

Other Organizations:

No representatives attended the meeting.

I. Call to order:

Dr. Henry-Tillman, co-chair, called the meeting to order at 5:05 pm.

II. Items review by the Board Member for the 25th Anniversary BreastCare Marketing Campaign

A. 30 Second Radio Ad, Digital radio ad, Print ad, and Revised billboards (6)

III. Board recommended edits to the billboards

B. Same font (women enrolled/ cancers found) bigger and bolder numbers

IV. Action Item

Dr. Tillman made a motion to accept the documents presented with the mentioned edits. Dee Collins 1st Motion and Dr. Fant 2nd the motion. All boards members accepted the motion to accept the marketing campaign documents with edits mentioned above.

V. Closing

Dr. Ronda Henry Tillman made the motion to adjourn, with no opposition, the meeting adjourned at 5:19 pm.