



Montgomery County Safe Sleep Coalition  
General Meeting Minutes  
February 12, 2020

## *Welcome/Introductions*

## *Coalition updates*

- ❖ Coalition Updates: FaceBook Page
  - ***Complete and publish community FB page*** – plan to publish in the next few weeks. For now, Ashton and Karen will be admins. If you have a special interest in managing social media feel free to reach out and we will add you!
  - ***Things we plan to use the sight for***
    - Notifying the public of events\*\*\* (educational, informational, etc)
    - Notifying the public of national recalls on unsafe sleep equipment
    - Keeping the public informed on the community data/incidence rates
  - ***Once published, please like and share!*** Karen to send out an email once live. This is important for page visibility and traction.
- ❖ Community Data Flyer – Need to update community flyer with most recent information. (DONE) see new graphic attached to the email. Feel free to print and distribute.
- ❖ \*\*\* Upcoming event that we plan to host and share on social media.
  - ***April is national public health month.*** Ashton had a great idea that we should have a presence at MCHD public health event during that week. We plan to host the event Tuesday April 7<sup>th</sup> at the MCHD Admin building
  - ***Karen to provide graphic*** (attached to this email) Feel free to suggest edits to both content and design. In our meeting we discussed a program that was designed for parents and healthcare providers. (possibly with breakout sessions), should we mention this on the flyer?
  - ***Event ideas:*** Live demo of safe vs. unsafe sleep environment (possibly game with prizes), raffle off sleep sacks? Provide educational materials?
  - ***Marketing:*** FB blast, pediatrician offices, moms groups, OB offices
  - ***Please email if you would like to present or participate!***
- ❖ Potential grant opportunity suggested by Dr. Pineri (forensic pathologist for Montgomery county). Ashton to work on letter of intent (if the grant seems appropriate), but we also need to look for other available grant funding. Will post links for grant research from state sources. Also need to look for private foundations that have grant money. If you are interested in or have a talent for grant writing, please reach out.
- ❖ MCHD partnered with Dr. Owens and Ashton Herring to produce a safe sleep podcast – link below. Please take the time to listen (very well done!) and share.
  - <https://soundcloud.com/mchdpp/safe-sleep-final>
- ❖ 501c3 Progress: Dr. Hobbs has agreed to compile the necessary documents to submit the 501c3 application. She does need more content. Dr. Owens to complete the bylaws. Karen, Ashton, and

other group members to supply business plan contents. The goal is to complete and submit the application after the May meeting.

### ❖ Action Items

- Finish supplying content to Dr. Hobbs for business plan completion for 501c3 application. Obtaining 501c3 will facilitate ease of fundraising, establishment as a non-profit provides multifactorial benefits.
- Continue to plan and promote Safe Sleep event
- Karen to email Cincinnati cradle to discuss usage of their video (or parts thereof)
- Please research possible grant opportunities: Helpful Links
  - <https://texas.grantwatch.com/>
  - <https://usagrantapplications.org/v9/>

*Next meeting – proposed date May 6, 2020 at 6:00 pm. We will continue to meet at TCH Woodlands based on group consensus that TCH WL is centrally located for our community partners. We will likely continue to meet in the 4<sup>th</sup> floor conference room (slightly smaller room than previously meetings). We will continue to have the call-in option.*

Adjournment