



# metropolitan detroit health education council

GRACE HOSPITAL

... a program of United Health Organization

CABLE HEALTH COALITION

Minutes

November 7, 1985

PRESENT: Marisa Chuang, Chair, Sherry Benson, Valerie Bindschadler, Jeanne Brennan, Sue Forbes, Marty Pawlicki, BJ Schelling, Patrick Sciberras, Elissa Siegel, Linda Warren. Suzanne Antisdell, Karen Gasparach, staff.

EXCUSED: Pamela Ashworth

- I. Minutes of September 11, 1985, approved as written.
- II. Review of Two Year Plan - the objectives of the Cable Health Coalition section of MDHEC's two year plan were reviewed and accepted. Jan Tomakowsky of CISU will attend the next CHC meeting to determine exactly how the CHC will work with CISU. Discussion followed regarding whether 25% of MDHEC's staff time set aside for the CHC was adequate. Suzanne explained it was adequate and that the 25% figure amounted to approximately ten hours per week, depending on what need to be done.
- III. Letter of Intent to Barden - Suggestions for changes to the Barden letter were discussed and Suzanne will rewrite the letter. Marisa suggested that it be emphasized to Barden that the CHC works as a group of people and also emphasize its' strengths.  
  
Bulletin Board - Suzanne briefly explained the bulletin board proposal. It is still in the planning stages. The Cable Health Coalition will help to collect data. It was agreed that the regularly scheduled 3 hour meeting time of the CHC was adequate to complete Activity 2.2 of the two-year plan - promote public accessibility to cable tv for health education programs, through resource sharing and exchange, with the method of evaluation being a cable tv information component in place on MDHEC's Bulletin Board and up to 30 health education video-tapes made available to the media.
- IV. HIRA/MDHEC Collaboration - Jeanne Brennan gave a brief introduction of how HIRA began. The area it serves includes the tri-county area and fringes. HIRA is a self-sustaining, voluntary venture. Members pay a yearly dues fee and receive a catalog listing of av materials that are available for loan. After much discussion, it was decided a MDHEC/HIRA collaboration was good in terms of exposure and in benefits derived from it. A group will be appointed to look further at the following questions: the overlap of MDHEC's bulletin board, i.e. the BB would only have a partial listing of av's available so it will not compete with the HIRA catalog, data gathering and dissemination, type of survey to be used and what organizations to contact in addition to MDHEC organizational members (HIRA will assist with the survey), possibility of a separate section on the MDHEC organizational form if an organization also wishes to join HIRA at the same time.
- V. Communication Information System for the Unemployed (CISU) - Suzanne reported that CISU's funding is very shaky. A meeting will be held in January to discuss strategies. Suzanne will monitor the situation.
- VI. Oakland County Community Cable Company - OC<sup>4</sup> promotes public access on cable tv and has grant monies available. They are in need of 4 hours of programming per day and need someone to help them fill in this gap, for example: CHC. It was decided that an ad hoc committee will meet to discuss the proposal.
- VI. Ballots will be available at the next CHC meeting for nominations. Karen Gasparach 1/27/86

Submitted by:



# metropolitan detroit health education council

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ROLE AND RESPONSIBILITY OUTLINE  
between  
The CABLE HEALTH COALITION  
of the  
Metropolitan Detroit Health Education Council  
and  
HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

(DRAFT--12/11/85)

**OBJECTIVE:** An addition, to the HIRA catalogue of A-V resources, of community organizations in the tri-county area, to be gathered from MDHEC's database.

**RESPONSIBILITIES:**

MDHEC will gather the following information on a-v's from its network of community organizations:

- source
- title
- subject
- format
- length
- availability for loan (including copyright info)

These data will be forwarded to HIRA in a form that is collectively determined by HIRA and MDHEC, to facilitate the use of the data in the directory.

HIRA will code the data and print it in its directory, giving MDHEC credit where due.

If MDHEC individual organizations wish to be listed in the HIRA directory, they will pay the current fee. If individual HIRA members wish to participate in MDHEC member discounts and other perquisites, they must pay the current organizational membership or individual membership. MDHEC perquisites to individuals will be based on each person's place of employment and that place's membership in MDHEC, not on his/her membership in HIRA.

HIRA and MDHEC, as organizations, will become reciprocal organizational members in each others' organizations with no membership fees involved.

The directory will be updated on a regular basis. MDHEC will promote the directory in its newsletter.

This agreement may be revised by mutual agreement with fair notice (e.g., 60 days) given.



# metropolitan detroit health education council

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ROLE AND RESPONSIBILITY OUTLINE  
between  
The CABLE HEALTH COALITION  
of the  
METROPOLITAN DETROIT HEALTH EDUCATION COUNCIL  
and  
HEALTH INSTRUCTIONAL RESOURCES ASSOCIATED

(Draft 1/27/86)

OBJECTIVE: An addition, to the HIRA catalogue of A-V resources, of community organizations in the tri-county area, to be gathered from MDHEC's database.

RESPONSIBILITIES: MDHEC will gather the following information on a-v's from its network of community organizations:

- source
- title
- subject
- format
- length
- availability for loan (including copyright info)

These data will be forwarded to HIRA in a form that is collectively determined by HIRA and MDHEC, to facilitate the use of the data in the directory.

HIRA will code the data and print it in its directory, giving MDHEC credit where due.

If MDHEC individual organizations wish to be listed in the HIRA directory, they will pay the usual \$25 fee. If individual HIRA members wish to participate in MDHEC member discounts and other perquisites, they must pay the usual \$35 organizational membership or \$12 individual membership. MDHEC perquisites to individuals will be based on each person's place of employment and that place's membership in MDHEC, not on his/her membership in HIRA.

HIRA and MDHEC will become reciprocal members in each others' organizations with no membership fees involved.

The directory will be updated on a regular basis. MDHEC will promote the directory in its newsletter.



# metropolitan detroit health education council

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## MEMO

TO: Jeanne Brennan, President, HIRA, Daria Shakleford,  
Mary Jo Durivage and Kathleen Carmichael

FROM: Suzanne Antisdal, Director, MDHEC

RE: HIRA-MDHEC agreement draft

Date: 1/27/86

The enclosed draft of the agreement between HIRA and MDHEC is for your review and comment. I hope you'll agree with me that it will serve nicely as a discussion point for the February 5th meeting of the Cable Health Coalition.

I've taken the liberty of putting it on the agenda. If you have any questions about all of this, please call me at 541-8386.



# metropolitan detroit health education council

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## MEETING NOTICE AND AGENDA

To: Cable Health Coalition Members

From: Marisa Chuang

Date: February 5, 1986 - Wednesday

Time: 9:00 a.m.

Place: Mental Health Association in Michigan  
Conference Room

15920 W. Twelve Mile Road  
Southfield, MI

NOTE: Please call the office if you need directions or will not be able to attend.

### AGENDA

I. Minutes for the meeting of November 7, 1985 \*

II. Communications/Information System for the Unemployed  
(CISU)

- brief report on funding situation
- "Health Minutes" video series

III. HIRA agreement \*

- discussion

IV. Nominations for chair for 1986 \*

V. Oakland County Cable Communications Commission proposal

- progress report and recommendations

VI. Next meeting

1/27/86  
SA/kg



# metropolitan detroit health education council

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## Cable Health Coalition

February 5, 1986

### Minutes

#### Mental Health Association of Michigan

Present: Marisa Chuang, Chair, Jeanne Brennan, Sue Forbes, Marty Pawlicki, Linda Warren. Suzanne Antisdell, Karen Gasparach, staff.

I. Minutes of November 7th approved with the addition of Candy Winfield's name to those present.

Copies of the letter sent to Barden were distributed and approved by the committee. No response yet from Barden.

II. Communication Information System for the Unemployed (CISU)

Suzanne reported CISU's funding status is still not known. A meeting was held at CISU on February 5th and more information will be available at that time.

CISU is interested in producing 3 one-minute health information tips to air on the College Cable Channel and if a success, there will be a possibility of receiving funding to produce a package of 24 health tips that will be offered at cost, to TV stations around the country. CISU has agreed to supply the writing and talent; CISU will provide all production staff and equipment.

After some discussion, the CHC agreed to work on this project. A Health Minutes Task Force will be formed and will meet to discuss the idea in detail. Sue Forbes, Linda Warren and Jeanne Brennan will work with Suzanne on the project.

III. HIRA Agreement

HIRA and MDHEC have agreed to combine their resources and work together. A letter of understanding will be sent to HIRA outlining the agreement. MDHEC will be putting community organizations in touch with HIRA. A role and responsibility outline will be drawn up to include the following: 1. this will be a one time commitment on the part of MDHEC, 2. MDHEC and HIRA will be reciprocal members in each other's organizations. Brennan and Antisdell will work together on a survey form and cover letter that will be sent to MDHEC's organizational members.

IV. Nominations for 1986 chairperson

Marisa Chuang is willing to continue temporarily as chairperson. Nominations for new chairperson include: Marisa Chuang, Sue Forbes, Betty Schelling, Patrick Scibberas, Candy Winfield. The nominees will be contacted to see if they are interested in running.

V. Oakland County Cable Communications Commission Proposal

A task force from the CHC met with Dick Rockwell, a representative of OC4, to determine if CHC could meet their needs of four hours of health programs per day. The task force decided we could not meet those specific needs. Instead, it was agreed upon to submit a grant proposal stating that we would be able to provide a listing of community organizations who have video tapes and would be willing to loan them out. It would then be OC4's responsibility to follow-up on those contacts. The CHC recommended that we submit the above proposal to OC4.

The next meeting of the CHC will be Wednesday, May 7, 1986.

Submitted by:

Karen Gasparach  
2/10/86



# metropolitan detroit health education council

MEETING NOTICE AND AGENDA

CABLE HEALTH COALITION

To: Committee Members

From: Marisa Chuang, Chair

Date: May 7, 1986 - Wednesday

Time: 9:00 a.m. to 11:00 a.m.

Room: 1st Floor Conference Room

Place: Mental Health Assoc. In Michigan  
15920 W. 12 Mile Road  
Southfield, MI

A few blocks west of Greenfield,  
parking is in back of the building.

PLEASE NOTE THIS SPECIAL PRESENTATION BY OTTO FEINSTEIN, who has agreed to talk with us about the status of Cable and how we may interact.

Please call 541-8386 if you will not be able to attend.

## AGENDA

- I. Minutes from meeting of February 5
- II. Election
- III. Announcement of CISU conference
- IV. "Health Minutes" update - Suzanne
- V. Report on the audiovisuals component of MDHEC's proposed Computerized Bulletin Board - Suzanne
- VI. SPECIAL PRESENTATION:

The Cable-Health Education Interface

- Otto Feinstein  
Professor, Wayne State University  
Director, Communications/Information System  
for the Unemployed (CISU)

VII. Announcements

VIII. Others: good & welfare

SA/kg  
4/29/86





# metropolitan detroit health education council

... a program of United Health Organization

## Cable Health Coalition

May 7, 1986  
Minutes

### Mental Health Association of Michigan

Present: Marisa Chuang, Chair, Dr. Otto Feinstein, Sue Forbes, Natalie Halpern, Marty Pawlicki, Patrick Scibrerras, Elissa Sigel, Linda Warren. Suzanne Antisdell, Karen Gasparach, staff.

I. Minutes of February 5th, approved.

II. Election of Chairperson: Marisa Chuang and Sue Forbes accepted the nomination and will act as co-chairs of the Cable Health Coalition.

III. CISU Conference - brochures were distributed on the upcoming CISU conference to be held on June 25th. CHC members were encouraged to distribute them.

IV. Health Minutes Update - Antisdell

Suzanne reported that project staff had been cut and this program has been put on hold. Michael Donofrio will continue the project when staff and funds are restored.

V. Computerized Bulletin Board - Antisdell

Suzanne gave a brief description of the Bulletin Board Proposal. We are still in the process of seeking funding for it. AV's will be listed on the Bulletin Board and to this extent, we will be somewhat in competition with HIRA.

VI. Dr. Otto Feinstein spoke to the Coalition about the need for coalitions like ours to join the CISU (Communication/Information System for the Unemployed) network. CISU is in the process of gathering a consortium of public service providers who are affected by unemployment (health, mental health, housing, aging, labor unions, schools, women's groups, etc.) to support CISU in its program to provide information on jobs, job training, and survival skills to the unemployed. Unemployment is a chronic, world-wide problem, and CISU, as the first model to use electronic media, organized throughout the community, to address the problem, is gaining international recognition.

The Cable Health Coalition, through its network of human service providers, is in an excellent position, Dr. Feinstein suggests, to become an active part of the CISU consortium, which will provide programming, production and promotion of services, using a combination of Channel 56 (broadcasting) and a coalition of 15 cable systems (narrowcasting) plus dish-equipped community centers in Detroit, prior to its being wired for cable. This combination is called The Working Channel, which provides information to the unemployed. Information may be in the form of live studio productions, two-way communications (reactive via telephone), or character-generated information. Dr. Feinstein reiterated that CISU could document its success in attracting viewers, and encouraged the Coalition to make use of their experience, to do the same for health education. He urged us to invest our efforts in the system as it grows, which it continues to do.

Suzanne suggested that the Cable Health Coalition continue discussion of how we may be involved, especially in light of MDHEC's proposed

computerized Bulletin Board, which will serve as a basis for a local clearinghouse for health education audiovisuals.

Next Cable Health Coalition meeting will be September 10, 1986.

Submitted by:  
Karen Gasparach  
5/8/86



# metropolitan detroit health education council

MEMO

To: Cable Health Coalition Members

From: Karen Gasparach, MDHEC

Date: July 25, 1986

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Sorry for the delay in sending the minutes of the last CHC meeting.

The next meeting of the Cable Health Coalition will be on September 10, 1986, Wednesday.

A meeting notice with the location and time will be sent 10 days before the meeting.

# MDHEC metropolitan detroit health education council

## MEETING NOTICE AND AGENDA

### CABLE HEALTH COALITION

To: Committee Members

From: Marisa Chuang, Sue Forbes - Co-chairs

Date: September 10, 1986 - Wednesday

Time: 9:00 - 11:00 a.m.

Room: 1st Floor Conference room

Place: Mental Health Assoc. in Michigan  
15920 W. 12 Mile Road  
Southfield, MI

A few blocks west of Greenfield,  
parking is in back of the building.

Please call 541-8386 if you will not be able to attend.

### AGENDA

I. Minutes of May 7th meeting

II. Proposal to OC-4 (Oakland County Cable Communications Corp.)\*

III. HIRA update

IV. Two-Year Plan - suggestions for revision

V. New/Old business

VI. Next meeting - when and if funded?



# metropolitan detroit health education council

## Cable Health Coalition Minutes

September 10, 1986

Mental Health Association in Michigan

PRESENT: Marisa Chuang, Sue Forbes - Co-Chairs, Marty Pawlecki, Daria Shackelford. Suzanne Antisdell, Karen Gasparach, staff.

EXCUSED: Patrick Scibberas, Candy Winfield

I. Minutes of May 7th approved as written.

II. Oakland County Cable Corp. Proposal - Antisdell

Suzanne distributed a draft copy of the grant proposal that will be rewritten and submitted to Oakland County Cable Communications Corp. (OC4). MDHEC is requesting \$5000 from OC4 and is proposing a three-pronged approach 1) to develop a character-generated Bulletin Board of health information of interest to viewers in Oakland County, 2) to maintain an ongoing system for community health organizations to channel their tapes to public access, and 3) to act as an ongoing resource of speakers and background material for health-related public access talk show programming. Suzanne estimates that this project will take approximately 10% of her time and 20% of the program assistant's time. MDHEC will put OC4 in touch with the organizations that have AV material. The cable companies need MDHEC to identify where the tapes are due to their own staff limitations. Suzanne will be meeting with Dick Rockwell of OC4 to discuss the best way in which to present the grant.

III. HIRA Update - Daria Shakelford

Daria gave a brief history of how HIRA began. Currently, HIRA identifies resources, catalogues them and distributes the list to its members. Only AV materials that can be shared are listed. After some discussion, it was decided MDHEC and HIRA would coordinate their efforts. MDHEC will design and send a questionnaire that will collect information for HIRA such as what tapes are available to be broadcast over a public access channel or closed circuit TV and at the same time it will provide valuable information to MDHEC to use in their grant proposal. Suzanne will design the questionnaire. MDHEC was invited to attend the next HIRA meeting.

IV. New/Old Business

Suzanne reported that the Communication Information System for the Unemployed had lost its funding. The executive committee will be meeting next week to discuss the next steps.

Karen will be contacting the networks, Channels 2,4,7, 56 and 20, to determine who their health editor is. Suzanne will then write a letter introducing MDHEC and how we might be of help to them in formulating health related questions.

Submitted by:

Karen Gasparach  
10/2/86



# metropolitan detroit health education council

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Dear Cable Health Coalition Member:

In the process of revision of MDHEC's 86-87 Plan to reflect the needs of the coming two year period, we have concluded that the Cable Health Coalition, once vigorous and active and now essentially without an objective, should be laid to rest.

We felt that this was a decision reflecting reality. Some time in the future, the Coalition may be revived, if circumstances warrant an active part taken by MDHEC in furthering health education through cable.

Until that time, we thank you for your continued interest, and invite you to become active in another committee of MDHEC: its Conference Planning Committee, or Development Committee (which explores new options for programs and shepherds them into operation), or its Steering Committee, which recommends MDHEC policy and program decisions to the Board of United Health Organization.

If you are interested in any of these MDHEC committees, please call Suzanne at the number below.

Meanwhile, we thank you again for your past support. If you have any questions, please call MDHEC at 541-8386.

Sincerely,

  
Marisa Chuang

  
Sue Forbes

Co-Chairs  
Cable Health Coalition

MC/SF/kg

- American Heart Association of Michigan
- American Lung Association of Southeast Michigan
- American Red Cross
- Arthritis Foundation — Michigan Chapter
- Bi-County Hospital
- Blue Cross & Blue Shield of Michigan
- Botsford General Hospital
- Brighton Hospital
- Cancer Information Service
- Child Care Coordinating Council
- Children's Hospital of Michigan
- Citizens for Better Care
- Comprehensive Health Planning Council, Southeast Michigan
- Comprehensive Health Services of Detroit
- Credit Union League Companies
- Detroit Health Department
- Detroit Institute for Children
- Detroit-Macomb Hospital Corporation
- Detroit Public Library
- Detroit Public Schools
- Ford Motor Company
- Garden City Osteopathic Hospital
- Greater Detroit Area Health Council
- Greater Detroit Society for the Blind
- Group Health Plan of Southeast Michigan
- Harper/Grace/Hutzel Hospitals
- Health Alliance Plans
- Henry Ford Hospital
- Metropolitan Detroit AFL-CIO Council
- Michigan Bell Telephone Company
- Michigan Cancer Foundation
- Michigan HMO Plans, Inc.
- Michigan Lupus Foundation
- Michigan Osteopathic Medical Center
- Michigan State Podiatry Association
- Mt. Carmel Mercy Hospital
- National Foundation for Ileitis & Colitis
- Northland Family Planning Council
- Oakland County Health Division
- Oakwood Hospital
- Outer Drive Hospital
- Planned Parenthood League, Inc.
- Providence Hospital
- Rehabilitation Institute
- Renaissance Health Care, Inc.
- Riverside Osteopathic Hospital
- St. Joseph Mercy Hospital—Pontiac
- Sinai Hospital of Detroit
- Temporary Health Care
- Total Health Care of Detroit, Inc.
- Tri-County Dental Health Council
- United Cerebral Palsy Association of Detroit
- United Community Services
- Visiting Nurse Association
- Wayne County Health Department
- Wayne County Intermediate School District
- Wayne State University
- Well-Being Services for Aging
- Woodland Medical Center

DIRECTOR: Suzanne Antisdal

CABLE HEALTH COALITION

Carla Day  
Mich. Psychiatric Inst.  
21700 Northwestern Hwy, St 1175  
Southfield, MI 48075

Betty Schelling  
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Redford Township, MI. 48240

Candy Winfield  
Grace Hospital Medical Library  
18700 Meyers  
Detroit, MI. 48235

Valerie Bindschadler  
Tri-Cty. Dental Health Council  
16310 W. 12 Mile Rd.  
Southfield, MI. 48076

~~Robert Lane~~  
Audio-Visual  
Sinai Hospital of Detroit  
6767 W. Outer Drive  
Detroit, MI. 48235

Marisa Chuang  
Wayne County Mental Health Bd.  
10th Floor, Book Building  
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Patrick Sciberras, Prof Dev C  
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Mental Health Services  
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Pamela Ashworth  
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Kenneth Nelson  
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Sterling Heights, MI. 48077

Bonnie Harris & W. Howell  
Renaissance W. Cmty. Mental  
13940 Tireman Ave. Health  
Detroit, MI. 48228

Jan Tomakowsky (FYI)  
The Working Channel /CISU  
77 W. Canfield  
Detroit, MI. 48201

Betty Hollenquest  
P.R. Concepts  
100 Ren Cen, Suite 1984  
Detroit, MI 48243

New CHC members as of July 24, 1985

Deborah Schwartz  
Nat'l Fdn for Illeitis & Col  
17000 W. Eight Mile, St 238  
Southfield, MI 48075

Linda Warren  
Renaissance West CMHS  
13940 Tireman  
Detroit, MI 48228

Barbara Ferry  
Independence Health Plan  
15565 Northland Dr. E. Tow.  
Southfield, MI 48075

Brenda Panglorn  
Nat'l Fdn for Illeitis & Col  
17000 W. Eight Mile, St.238  
Southfield, MI 48075

Keith Spock  
Rehabilitation Institute  
261 Mack Blvd.  
Detroit, MI 48021

Beverly Wicks  
MI Alli. for Mentally Ill  
35875 Smithfield  
Farmington, MI 48024

Elissa Siegel  
Independence Health Plan  
15565 Northalnd Dr. E. Tower  
Southfield, MI 48075

Please forgive the condition of this list.