



**MONTHLY MEETING**  
**Agenda for Monday, February 27, 2006**  
 2:00 - 4:00pm, City Hall, Room – 278  
 1 Dr. Carlton B. Goodlett Place, SF CA 94102

|  |                     |
|--|---------------------|
| <b>Welcome (1 minute)</b>  | Chair/Secretary     |
| Determine if a quorum is present/ Appoint timekeeper   |                     |
| <b>Housekeeping Items (23 minutes)</b>   | All                 |
| ➤ Approval of minutes  |                     |
| ➤ Modifications to today's agenda?   |                     |
| ➤ Necessary change of dates for upcoming meetings?   |                     |
| ➤ <b>Next ATF Meeting March 27, 2006</b>   |                     |
| <b>Updates:</b>  |                     |
| ➤ Evaluation Decision re: Priority Outcome – Environmental Committee (Anjali/Karen/Kate)   |                     |
| ➤ ATF/DPH Budget Expenditures (Karen)  |                     |
| ➤ World Asthma Day 2006 (HERC-Mary)  |                     |
| ➤ Meeting with Margaret Brodtkin (Gloria)  |                     |
| ➤ Charity Care Meeting (Karen)   |                     |
| ➤ Update and Congratulations on Asthma Educator Certification Efforts! (Gail/Karen)  |                     |
| <br>   |                     |
| <b>Communications Plan Development (1 hour 30 mins)</b>  | Public Media Center |
| <b>Katie Kleinsasser &amp; Susan Alexander, Public Media Center (PMC)</b>  |                     |
| With PMC's support the ATF will develop a communications plan that will forward the ATF workplan.  |                     |
| <i>Activity:</i> PMC will lead us in identifying some possible communications strategies and tactics (free and with cost) to carry out the communications objectives identified by committees. Look at what possible priorities emerge. Will help ATF identify and decide upon concrete strategies/activities that can be carried out to forward workplan. |                     |
| <i>Handout:</i> Communications Objectives Grid   |                     |
| Next Steps   |                     |
| <br>   |                     |
| <b>Public Comment (3 minutes)</b>  | Public              |
| <br>   |                     |
| <b>Announcements (3 minutes)</b>   | All                 |
| <br>   |                     |
| <b>Adjourn</b>   | All                 |

---

Copies of all documents referred to in the agenda are available at the meeting, and during working hours c/o DPH Children's Environmental Health Promotion, 1390 Market Street, Suite 230, attn. Tirtza Rosenberg.