



**Agenda for Monday, July 25, 2005;**  
2:00 - 4:00pm, City Hall, Room – 278  
1 Dr. Carlton B. Goodlett Place, SF CA 94102

<b>Welcome (3 minutes)</b>	Chair/Secretary
Determine if a quorum is present/ Appoint timekeeper	
<b>ATF Member Development Training Topic: (30 minutes)</b>	Guest speaker
➤ Social Marketing Strategies (15 min) –Linda Weiner, American Lung Association of SF/SM	
➤ Question & Answer session (15 min)	
<b>Housekeeping Items (4 minutes)</b>	All
➤ Approval of minutes	
➤ Modifications to today's agenda?	
➤ Necessary change of dates for upcoming meetings?	
<b>Membership Update (3 minutes)</b>	Chair
➤ Membership changes? Six-month conflicts for Gretchen Skaggs, Maria Elena Alioto; Kathy Thomas-Perry?	
<b><u>ACTION ITEMS FOR QUORUM VOTE (15 minutes)</u></b>	
<b>ELECTION OF ATF OFFICERS</b>	All
A. Nomination of Candidates for ATF Chair and Vice Chair positions	
➤ <i>Discussion</i>	
➤ Rollcall Vote	
B. CAFA MOU between ALA & ATF	
➤ <i>Discussion</i>	
➤ Rollcall Vote	
<b>Recommendations to the Board of Supervisors for legislation, funding priorities or city policies—from Committees or individuals (5 minutes)</b>	Committee chairs; All
➤ Funding proposals: Update on Add-back Budget Process with Board of Supervisors; next steps	
➤ Legislative proposals pending?	
➤ Policy proposals pending?	
<b>Workplan Development Session I (50 min)</b>	Anjali
➤ Current percentage of staff time available; anticipated changes in next months, things to keep in mind	All
➤ CAFA requirement to develop a 3-year workplan based on our strategic plan as base—Summary of Planning Comt. discussion on how to weave our next 3 years work into two strands of future goals and objectives	



- **Brief Review of in-progress CAFA -ATF 3 yr. Workplan: (see handout)**


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  - Goals: (A) Attaining improved medical management of asthma (by clinicians, caregivers and patients) and (B) Attaining healthier environments, particularly for people with asthma (eg. homes, schools, buses, childcare, outside air)
  - Objectives: Restate current Strategic Plan Recommendations in Objective format: BY (DATE), (EG. QUANTITY, ACTION, etc) will occur.
  - Activities: Steps needed to complete Objective.
  - Evaluation measures: Process eval: indication that planned steps have occurred. Outcome eval: indication that objective has been met

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- **Review Workplan segments drafted in Committees (Strategic Plan Recommendations, Areas worked on, things propose working on)**
  - Environmental
  - Clinical
  - Schools, Child Development, Home-based Childcare
- **Workplan Development Activities**
  - Look at future work proposed (gaps, additional activities, Opportunities for collaboration)

**Request for items to be discussed in Planning Committee (4 min)** All

- Funding available from the Office of Minority Health
- Ideas for organizing an ongoing public relations / social marketing strategy as part of the 3 yr workplan? Separate committee to design outreach strategy in coordination with existing committees?

**Public Comment (3 minutes)** Public

**Announcements (3 minutes)** All

**Adjourn** All

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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.