

Report #01, MMA Alliance

TO: Minnesota Medical Association House of Delegates
Convening September 17, 2008

MMAA members have once again demonstrated outstanding accomplishments at the county level this past year, and you will see in this report that Alliance members do make a difference.

- As president, I attended the Lake Superior Medical Society Alliance's monthly meetings, annual meeting, and board meetings and presented a report of the MMAA's activities.
- I also attended the fall meeting of Zumbro Valley Medical Society Alliance (ZVMSA) in October 2007 and spoke about the One Team Approach to Alliance Membership.
- I attended both the 2007 and 2008 the Hennepin Medical Society Alliance annual meetings.
- I continue to look for ways to re-activate the Stearns-Benton Alliance, working with Susan Sweezo, the Stearns-Benton Medical Society's executive director.

State Level Activities 2007 – 2008

- A board meeting/planning session was held on May 30, 2007.
- An executive committee meeting was held on August 22, 2007.
- The fall MMAA meeting was held on September 20 in Mankato, in conjunction with the MMA Annual Meeting. I represented the Alliance at the MMA Board of Trustees meeting and spoke on behalf of the Alliance at the MMA's annual awards luncheon.
- A Train the Trainer session on health literacy was held in the afternoon of September 20. Conrad Schiebel facilitated the workshop, which was presented by AMAA representatives Barb Savage and Tess Young. Pfizer provided training materials.
- A winter board meeting was held in January, and I attended the MMA Board of Trustees January meeting.
- The MMAA winter meeting was held at the Minnesota History Center March 6. It featured Melissa Walthers, AMAA project coordinator, who gave a presentation on Screen Out!, an initiative to encourage Hollywood to stop showing smoking in movies marketed to youths, and Mandy Rubenstein and Dennis Gerhardstein from the MMA staff, who offered suggestions on how to be an effective citizen lobbyist.
- MMAA members joined MMA members and guests at the Minnesota State Capitol on the afternoon of March 6 to hear an overview of key issues being discussed during the 2008 legislative session and to meet with legislators.
- An executive board meeting was held April 9.
- On April 15, I represented the AMAA, AMA Foundation, and MMAA in presenting the Minority Scholar Award to University of Minnesota, Duluth, medical student Chuck Branch. He received one of 11 \$10,000 awards given by the AMA Foundation.
- Along with Erika Nelson and Vicki Westling from the MMA and Linda Wiig, I took part in the state meeting in Duluth May 14 and 15, 2008.
- When I have not been able to attend MMA Board of Trustees' meetings, I have submitted a written report.

Minutes from the meetings mentioned above are available for your review, and officers' and committee chairs' reports will provide details.

North Central Conference

I attended this conference of Alliance representatives from 10 states in Omaha in March. It included sessions on membership, legislation, health projects, the AMA Foundation, identity theft, and Internet predators.

AMA Alliance

Several MMAA members along with MMA staff Erika Nelson and Vicki Westling attended the AMA Alliance House of Delegates in June 2007 to show support for Dianne Fenyk, who was installed as President. We spearheaded fundraising for the presidential event and participated in its planning and the inaugural festivities. I served as the head of the delegation.

I attended the 2007 fall Leadership Development Conference in Chicago. Before the conference I updated our trifold exhibit board to more effectively display our health resource materials. This exhibit received much attention from other states' Alliance members. Our Spanish version of the Food Label Detective was a new addition to our materials.

I attended the American Medical Association Alliance House of Delegates meeting in June 2008 and served on the Election Committee.

Committee Highlights

Members of the MMAA have continued to distribute health resource materials at various community events. Health Literacy presentations have been taking place, and following the presentation by Melissa Walthers at the March meeting about Screen Out!, petitions and letters have been circulated to the public and to organizations, asking for their support of this campaign to eliminate scenes showing smoking from Hollywood movies aimed at youths. The MMAA received \$500 from St. Luke's Foundation to start the "Not Even for a Minute" campaign, which focuses on not leaving children unattended in cars. Led by Harriet Hodgson and ZVMSA members, a Grocery Store Nutrition and Wellness Outreach Project was held in Rochester with positive results. They have created a kit for other state and county Alliances that wish to do such projects.

Communication has been a priority. We have reached out to our members through Scope and E-News, and we continue to offer support at the county levels by offering materials provided us by the AMA Alliance and by meeting with members personally. I have submitted two articles to *Minnesota Medicine* on membership. My final article will focus on projects taking place in various counties. One challenge for our organization is membership. It has been an ongoing focus for each member to commit to increasing our numbers. Strategic planning will be another focus.

MMA Staff Vicki Westling and Erika Nelson contribute tirelessly to the Alliance efforts, I wish to thank the MMA for their support of the MMAA.

Candy Adams

President