

## **METRO DENVER HEALTH AND WELLNESS COMMISSION GOVERNANCE STRUCTURE**

The Metro Denver Health and Wellness Commission (MDHWC) will provide overall direction, priorities and decision-making during its plenary meetings. However, in order to ensure that the MDHWC is inclusive and operates both efficiently and effectively, committees comprised of both commission members and non-members with key perspectives, knowledge and expertise will accomplish much of its work between commission meetings. The activities of all committees will support the MDHWC's mission to make the metro Denver area *America's healthiest community*.

### **Executive Committee**

The MDHWC Executive Committee is comprised of the commission co-chairs and the chair of each standing committee and ad-hoc committee. One of the co-chairs will act as chair of the Executive Committee and will be selected by the co-chairs. The Executive Committee provides operational direction, consistent with strategies developed by the MDHWC, along with oversight and coordination of the committees appointed by the commission.

### **Standing Committees**

#### **Community Outreach Committee:**

- Identify what community outreach programs are already in place throughout the metro Denver area and which of those programs are working well.
- Identify and work with the major existing health and wellness partnerships throughout the metro Denver area to utilize existing resources, including gaining an understanding of barriers to good health and what public health messages would be effective.
- Seek external synergies by promoting linkages among existing programs and partnerships.
- Guide the public listening and stakeholder meeting process to ensure broad-based input from communities, especially those experiencing significant obesity and obesity-related diseases. (Do not duplicate that which is already being done. Utilize the groups already in place.)
- Incorporate racial, ethnic, socio-economic, and other health disparities into its activities and recommendations.
- Seek internal synergies with other MDHWC committees. Coordinate with the Marketing/Media Committee and use existing distribution networks to utilize effective social marketing messages for communities throughout the metro Denver area.
- Develop recommendations regarding future community outreach for consideration by the MDHWC to be included in the strategic action plan.

**Marketing/Media Committee:**

- Create social messaging, marketing, and communications around the health and wellness initiative in conjunction with other partners, including philanthropic and other health related organizations.
- Develop communication programs and strategies to support the mission of the MDHWC.
- Collaborate and enhance the communication efforts of organizations (including government, profit, and non-profit organizations) who are in support of our mission.
- Develop communication programs to support the development and release of the MDHWC strategic plan and the health of the region report
- Develop marketing/communications recommendations for consideration by the MDHWC for its strategic action plan.

**Metrics/Health of the Region Committee:**

- Creating an index of metrics currently available and desired to include meaningful and doable measures based upon MDHWC priorities. Measures will include both obesity-related health indicators and economic indicators, including costs to individuals, employers and the region.
- Undertake related data-gathering initiatives to calculate our baseline.
- Develop MDHWC evaluation plan, including determining when and how data will be collected and analyzed in the future.
- Guide the drafting of the Health of the Region Report.
- Develop recommendations for data collection and reporting new metrics to be included in the MDHWC strategic plan. The committee will develop data gathering/metrics recommendations to be included in the strategic plan whenever critical measures and data are not currently available.
- Develop an understanding of what drives health costs, including health insurance premiums, in the Denver metro area.

**Policy Committee:**

- Review current local, regional and state policies, including non-governmental policies, along with related evidence-based best policy practices.
- Provide information on current local, regional and state policies, and best practices, to the Metrics/Health of the Region Committee and others, as needed to support their work.
- Develop policy priorities that enhance health and wellness in our communities, especially by promoting better nutrition/food systems, increased physical activity, and sustained/expanded active community environments.
- Provide fiscal impact and analysis for implementation of policy recommendations to be integrated in the MDHWC's strategic plan.

**Program Committee:**

- Conduct an environmental scan within the metro Denver area to identify local programs in place and existing gaps.
- Review current local, regional and state programs, both governmental and non-governmental, along with related best practices.
- Assess where the MDHWC can have the greatest impact by supporting existing programs and programs needed to fill the gaps.
- Develop program priorities to be included in the MDHWC's strategic plan, with a focus on evidenced-based best practices.
- Share information with the Metrics/Health of Region Committee and other committees to support their work.
- Play an accountability role in the future to ensure the MDHWC's strategic plan program objectives are achieved.
- Advocate for the resources needed to implement the strategic plan program objectives.

**Resources Committee:**

- Assist the commissioners and staff in securing resources to fully support the MDHWC's planning activities and implementation of the initiatives identified.

**Ad Hoc Committees**

The MDHWC and/or the Executive Committee shall establish ad hoc committees as needed.

**Selection Committee:** An ad hoc Selection Committee comprised of commission and non-commission members representative of MDHWC stakeholders shall analyze the current membership, identify gaps in representation, consider volunteers and recruits for the commission, and select new members of the MDHWC. The committee's work was completed and new members invited prior to the August 25, 2006, meeting of the MDHWC. The committee will be reconvened or recreated if needed in the future.

September 26, 2006