

**Special Breast Cancer Control Advisory Board (BCCAB)  
Meeting Minutes**

**June 21, 2022**

Attending Board Members:

Co-chair Dr. Ronda Henry-Tillman, Co-chair Dr. Jerri Fant, Dee Collins, Sharon Parrett, and Alicia Storey

Absent Board Members:

Dr. Hope Keiser

Arkansas Department of Health (ADH):

Amanda Hunter, Toney Bailey, Kimberly Hills, Cheryl Roland, Michael Koch, Christy Jackson, Reginald Rogers, Laura Shue, Brandy Sutphin, and Meg Mirivel

Other Organizations:

No representatives attended the meeting.

**I. Call to order:**

Dr. Henry-Tillman, co-chair, called the meeting to order at 5:08 pm.

**II. Agenda:**

Dr. Ronda Henry-Tillman said the purpose of the special meeting was to discuss the promotion for the 25<sup>th</sup> Anniversary of the BreastCare program, which the board had previously approved up to \$100,000 toward.

**A. BreastCare Social Marketing Campaign:**

Ms. Mirivel presented an overview of the paid media proposal that detailed how much money to spend on various platforms. Ms. Mirivel said the campaign will target women in the state with an emphasis on rural and minority communities. The proposal recommended spending \$32,500 for billboards, \$25,000 in digital radio, \$10,000 in digital ads and \$ 35,000 in print publications. Ms. Mirivel mentioned the proposal called for 10 billboards around the state, two in each public health region, that will be up a little over three months. She said for the print publications, the agency would work with the Arkansas Press Service to place ads in newspapers around the state. Digital radio would focus on streaming music platforms such as Pandora and iHeart. Digital ads would also be used on various social media sites such as Facebook. Ms. Mirivel stated the campaign would run from September until the end of November bookending around breast cancer awareness month in October.

Ms. Mirivel presented the digital radio and social ads and how many impressions can be expected for each. Examples of where the billboards will be located were also discussed, with Ms. Mirivel stating that sometimes last-minute adjustments have to be made and nothing is guaranteed until contract is in place. They are trying to put billboards in the rural communities. Several board members raised concern about the placement of the billboards and wanted to see them placed in some of the red counties in the southeast part of the state such as Pine Bluff, Helena and Chicot County. Ms. Mirivel said she would look into those areas.

Ideas for free ways to promote the program were also discussed, such as placing materials in other state agencies and libraries and appearances on local news programs.

A motion was made by Sharon Parrett for an updated proposal that included covering the red counties with a cost not to exceed the previously approved \$100,000 amount. Dr. Fant seconded and the motion was approved on a voice vote with no objections.

### **III. Action Item**

A revised proposal will be developed by Communications staff that addresses the concerns discussed in the special meeting regarding billboard placement and the budget. BreastCare will send out the revised proposal for the board members to review and decide if they would like to have another meeting before the next regularly scheduled quarterly meeting in August.

### **IV. Closing**

Dr. Ronda Henry Tillman made the motion to adjourn, with no opposition, the meeting adjourned at 5:35 pm.