
From: Gail Janensch [REDACTED]
Sent: Saturday, November 30, 2013 11:37 PM
To: SIM, OHA
Subject: COMMENT/ATTENTION: VICTORIA VELTRI

Ms. Veltri - Thank you for the opportunity to comment on the work you and many caring citizens of Connecticut have put in to develop innovative ways our state government and the medical and social services communities can create better ways of providing a moral and human right to health care from birth to death by 2020.

I am both a CT certified high school teacher and trained high-tech communications professional retired from both careers but still advocating for steps we can take together to improve on our civic condition. I volunteer for Bridgeport Child Advocacy Coalition (BCAC) and the LWV. As we well know here in CT, we live in a state with some of the most extreme opulence and extreme public squalor.

My short advice is your group needs better communications strategies to reach a broader audience before you unveil anything in concrete.

What you have done so far is not broadly known. The opinions you have to date come from highly educated folks like me and some far more educated than I. You need more input from those at the most vulnerable levels. A difficult task. May I recommend the Parent Councils in the public schools (required by state law) in Bridgeport (where I live) and our state's other urban districts. Yes, you have heard likely from in-school health center's professional staffs and they do see a lot. But you can do more. For instance, check out Central High Schools website that uses "Google Translator" to make every English word on the site into any of 30 plus languages. Your team could prepare communication pieces in any language a parents asks for through this Google function as one innovation to reach people who are not generally "empowered." Also I urge Town Hall style meetings with state or federal legislators and healthy snacks as the "attraction" to bring out residents in hard to reach neighborhoods.

The problems being raised now due Obamacare bad "PR" actually can be leveraged to your advantage. People are upset and confused. They want to be able to have someone listen to their concerns. Those concerns will spark strategies for your work. Let's not build something that sounds good, but will not be used by real people.

Thank you.

Gail Janensch (Mrs. Paul Janensch)

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