

Partnership for a Healthy Durham Communications Committee

June 7, 2016

MINUTES

Present: Kristina Morris Heredia, Kelly Warnock, Debra Duncan, Khali Gallman, Erin O'Hare, Ellen McDermott, Krysta Gougler Reeves, Jeff Quinn, Melissa Black. Marissa Mortiboy		
Topic	Major discussion points	Recommendations and action steps
Introductions & Icebreaker	What do you think you will be doing 20 years from now?	
Review minutes	There were no changes to the minutes.	
Brainstorm new committee members	<p>The committee brainstormed the following list of attendees to join the committee. Committee members will contact the individuals and invite them to the next meeting.</p> <p>The goal is to help the Partnership get the word out about its activities, help partners get the word out about their activities and provide communications expertise to the Partnership. It's a two way street to publicize what we're each doing and build a communication network in Durham.</p> <p>DSS communications person- Khali Mark Dessaur, Spitfire- Kelly and Jeff Michael Davis, Durham County- Kelly Rafael Batista, Durham County- Kelly Duke Health communications- Marissa (Tara will get name) Taylor Nelson, Lincoln Community Health Center- Melissa Briana Laneuville, Durham County- Khali Annette Smith or other rep, Parks and Recreation- Marissa Shelly Green or other rep, Durham County Visitor's Bureau representative- Jeff Angeloe Burch or representative from Interdenominational Ministerial Alliance- Marissa</p>	<p>Have a representative from each Partnership committee serve on the Communications committee.</p> <p>Ask a representative from McKinney give a presentation about communications and branding at a future meeting.</p> <p>Committee members will invite individuals to the July meeting.</p>

	<p>Urban Ministries- Melissa Tamara Gibbs, Durham County- Khali Kat Turner, SoDu Parents Posse- Jeff Partnership members- Marissa DCIA- member list- Melissa Neighborhood associations, PACs, visit meetings- Marissa (Send email out to PACs) Coalition for a Non-Violent Durham- Jeff Boys and Girls Club- Tara Durham Public Schools communications staff- Kelly Durham Tech- Khali NCCU- Khali United Way- Melissa Business leaders/Chambers of Commerce- Khali</p>	
<p>Divide into workgroups:</p> <ul style="list-style-type: none"> • Internal communications • External communications/branding • Intern/Network of Care 	<ul style="list-style-type: none"> • Internal communications- The workgroup decided on the name for the monthly newsletter, the Partnership Post. The workgroup discussed a recommendation to the Steering committee that all committees should meet within a two-week timeframe in order to share information more easily. The workgroup also recommended that the newsletter have two columns, a table of comments and less text. Committee members should send out the newsletter to prospective new members. • External communications/branding- The workgroup reviewed the Partnership overview document created by the Partnership Coordinator. They suggested adding contact information to flow chart, using different pictures, highlighting the website address, condensing information, making the text larger and including more about what the Partnership does, successes and different partners. • Intern/Network of Care- The role of the intern is to develop clear inclusion/exclusion criteria, meet with Alliance on what Network of Care should look like, develop a user guide and develop a brochure for branding. The intern should focus on revising the information of three key agencies- Durham County Department of Public Health, 	<p>Marissa will send Tara and Kelly the one pager Partnership document to make changes.</p> <p>Marissa will send a link to the most recent newsletter to the full committee.</p> <p>Marissa will send Kristina the Partnership logo so she can add the newsletter name to it.</p>

	<p>Department of Social Services and Duke Division of Community and Family Medicine. The intern should also review closely the categories of Urban Ministries/homelessness, Lincoln Community Health Center/free and low-cost clinics.</p> <p>Shemeka Thorpe will be the intern starting June 13. She has a background in casework, social work and community engagement. During the first week, Marissa will have her get up to date.</p> <p>United Way is willing to have a conversation in mid-July about effectively sharing information with Network of Care.</p> <p>Duke Division of Community Health will have an intern who can devote one day a week to the Network of Care website in the fall and beyond.</p>	
<p>Healthy People, Healthy Carolinas Grant</p>	<p>The Partnership will submit an application for the Duke Endowment Healthy People, Healthy Carolinas grant. This is the grant the Partnership applied for last year and did not receive. The grant would award \$150,000 a year for three years. The purpose is to strengthen existing community coalitions. The Partnership would use some of the funds to support a full-time position dedicated to the Network of Care website.</p>	
<p>Next meeting date July 5, 9 am?</p>	<p>Push the meeting back one week to meet on July 12.</p>	<p>Marissa will send out calendar invite with new date, time and location.</p>