

**Partnership for a Healthy Durham  
Communications Committee  
Main Library Auditorium, 300 N. Roxboro Street, Durham**

**July 12, 2016  
MINUTES**

**Facilitator: Melissa Black**

<b>Present:</b> Shemeka Thorpe, Denver Bailey, Jacob Lerner, Jeff Quinn, Kelly Warnock, Marissa Mortiboy, Khali Gallman, Melissa Black Tara Ilsley-Murillo		
Project/Topic/Goal	Major Discussion Points	Recommendations and Action Steps
<b>Welcome &amp; Introductions</b> <i>Melissa Black &amp; All</i>		
<b>Review &amp; Approve June Meeting Minutes/Notes</b> <i>Melissa Black</i>	There were no changes to the minutes.  Everyone followed up about the individuals they contacted to join the Communications committee. Mark Dessaur with Spitfire Strategies and Antoinette Parker with Duke Health plan to attend the August meeting. Khali will contact the DSS Public Information Officer once she starts next week. Jacob will contact the PAC-1 meeting coordinators and community leaders.	Everyone will continue to follow up with invitees.  Melissa will send Jacob the email template she used to invite new members.
<b>New Partnership for a Healthy Durham Website</b> <i>Marissa Mortiboy</i>	Marissa gave a tour of the new Partnership website and the changes. TheeDesign created a WordPress website which is more modern, user-friendly and easier to maintain.	Add past press releases to the Media Archives page on the website.  Khali will help develop a press release on the new website.
<b>Network of Care Internship Update</b> <i>Shemeka Thorpe</i>	Shemeka has been working to clean up and edit the data on the Network of Care (NOC) website. She created an inclusion/exclusion criteria document and is currently conducting key informant interviews regarding the website and suggestions on the criteria. The goal is to list the inclusion/exclusion criteria on the website so organizations are aware of the guidelines. She is also developing a list of recommendations on how to improve the NOC website.	Jeff will send out a link to the Food Bank pantry map.  Shemeka will present on website recommendations and the final draft of the inclusion/exclusion criteria at the August meeting.

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	<p>Shemeka is getting feedback during the key informant interviews on how to market and conduct NOC outreach once the site is relaunched. Other suggestions from key informants include removing the message boards from the website, removing or syncing the community calendar with existing ones and removing clinical trials information. For entries, limit the word count and make all fields mandatory. The community calendar function was not working properly, but that issue has been resolved.</p> <p>There is currently not an app for Network of Care, but it would be helpful to have one. The photos on the NOC Durham site are universal across all Network of Care site but it would be better if Durham specific pictures were used. It was also suggested to have the pantry list as a link with a map of pantry locations.</p> <p>The Communications committee will be involved in making recommendations and developing ideas for the Network of Care website relaunch. If the Partnership receives the Duke Endowment grant, it will fund a full-time position dedicated to the NOC site. Since Debra is now devoting 80-85% of her time to NOC, the other position would focus on marketing and outreach.</p> <p>Updates and quality control checks will be necessary after the relaunch. The NOC representative will need to make visits, attend meetings and make phone calls to make sure information is correct.</p> <p>It was suggested to change the Network of Care name. Shemeka will start asking during key informant and community member interviews about suggestions for new NOC name.</p> <p>There was a suggestion to revitalize the NOC Facebook page but any social media used in the future should be updated regularly and used properly.</p>	<p>Everyone should send Shemeka feedback they have regarding the inclusion/exclusion criteria.</p>
<p><b>Workgroups: Internal Communications, External</b></p>	<p>Marissa shared a draft of intern Peyton Williams' workplan. He has 140 hours and will be working Fridays from July 22 to about</p>	<p>Jeff will mention to MaryAnn Black about relaunching NOC</p>

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<p><b>Communications/Branding, Network of Care</b> <i>All</i></p>	<p>October 14. He will focus on reviewing existing Partnership communications materials, drafting, testing and finalizing new materials. The goal is to have the materials ready to hand out to the community during the Community Health Assessment door-to-door surveys in early October. Peyton will also do a lit review and develop recommendations to improve Partnership internal communications. If he has time, Peyton will draft strategies for external communications.</p> <p>The committee set the March Duke/Durham Health Summit to relaunch the Network of Care website.</p> <p>If the Partnership doesn't receive the Duke Endowment grant, plan B is to ask Duke Division of Community Health or the County Commissioners for support. Make each Partnership committee responsible for updating organizations related to their committee.</p>	<p>at the March 2017 Duke/Durham Health Summit.</p> <p>Send comments about Peyton Williams' workpan to Marissa.</p>
<p><b>Announcements</b> <i>All</i></p>	<p>If you haven't already, take the survey in the June Partnership newsletter about how you use the Community Health Assessment and questions you would like to see included on the upcoming survey.</p>	
<p><b>Next Meeting: August 2, 2016, 9:00 AM</b></p>		