

**Partnership for a Healthy Durham
Communication Committee
Minutes
Tuesday, November 7, 2017**

Meeting Outcomes

- Outcome 1: Discuss logo and final decision made.
- Outcome 2: Increased Understanding of Crisis Communications Plan within DCoDPH

Facilitated by: Tara Ilsley

Present: Kelly Warnock, Tara Ilsley, Khali Gallman, Jacob Lerner, Amanda Snyderman, Anna Ruderman, Jen Isherwood, Marissa Mortiboy, Debra Duncan, Maria Padilla		
Project/Topic/Goal	Major discussion points	Action steps and responsible persons
Introductions/ Icebreaker Review minutes	There were no changes to the minutes.	
<p>Action Items:</p> <ul style="list-style-type: none"> • Partnership Updates- Marissa • Update on Logo-Marissa 	<p>The new Partnership logo is complete. Marissa thanked the Communications committee for their feedback in a short timeframe. The icons on the new logo represent the Bull City, collaboration, community/neighborhoods and health. Marissa would like assistance from the committee on the rollout of the new logo, probably in early 2018.</p> <p>Committee Updates</p> <p>Obesity and Chronic Illness- InterFaith Food Shuttle (IFFS) sponsors the grocery store tours program. The Durham County Department of Public Health (DCoDPH) is the only satellite site in Durham. Cooking Matters is a free, guided grocery store tour that teaches low-income adults how to get the most nutrition for their food dollars (but no restriction on income in Durham, free for all community members).</p> <p>DCoDPH partnered with Reinvestment Partners in September to hire a consultant to work with 2 corner stores. The consultant and DCoDPH has cleaned stores and worked on façade, thrown away expired food and reorganized healthy snacks. The corner stores are in downtown area (Express Mart) and more rural area (Dearborn Minimart).</p> <p>The Obesity and Chronic Illness committee (OCI) can help with Cooking Matters and Corner Store Project by recruiting new corner stores, identifying potential</p>	<p>Put information in Herald-Sun about Affordable Care Act (ACA) enrollment, Facebook ads including dates and enrollment resources</p> <p>Tara Ilsley will work with Khali to write an op-ed or article for Herald-Sun about ACA enrollment by</p> <p>Marissa will send Tara and Khali examples of past articles.</p> <p>It was suggested to work with school nurses to get word out on ACA and share information with El Centro Hispano, LATCH, libraries, health</p>

	<p>new groups for future grocery tours and maintaining cleaning sessions at corner stores.</p> <p>The HIV/STI committee is planning activities for World AIDS Day including a Love, Hip Hop and HIV panel discussion at Beyu Caffe on November 28, 7-8:30 pm. Durham musician Joshua Gunn will be one of the speakers. The committee will also be working with two local schools on STI education events and partnering with DCoDPH on a World AIDS Day observance on December 1, 5:30 pm at CCB Plaza in downtown Durham.</p> <p>The Access to Care committee has been sharing information about the ACA open enrollment period since the period is six weeks shorter this year and marketing budgets have been reduce 90%. Marissa sent out information to the entire Partnership about local resources for ACA enrollment. Please share with your networks.</p>	<p>department OB clinic and Farmer’s Market.</p> <p>Tara will email Lincoln to find out if they will have evening hours for open enrollment.</p> <p>Tara will check to see if she has a document on how to enroll in ACA to share with the committee.</p>
<p>Crisis Communications <i>Khali Gallman</i>, Durham County Department of Public Health</p>	<p>The health department dealt with an active TB case at Northern High School last month. The student showed symptoms and got ill. Family members also got sick. DCoDPH notified Durham Public Schools (DPS) and Northern High School about the positive case. DCoDPH tested 227 students and staff. Only those that had contact with the students were be tested. DPS sent letters to parents and also used their phone message system to send information out to parents.</p> <p>The message from DCoDPH and DPS shared was that no one was in danger and there was no need to be alarmed. Unfortunately, the student began to get death threats. DCoDPH talked with the principal and DPS spokesperson to speak with parents again to educate on TB. More phone calls, parent letters were sent out and an education session was held with students. DCoDPH also did social media education to get ahead of the negative comments. It’s important to be on one accord between partners on sharing messages with the media.</p> <p>Crisis Communications tips include:</p> <ul style="list-style-type: none"> • Provide enough information to get ahead of the situation to alleviate rumors. • Social media is the fastest response and reaches a large number of people all at once. • Share information with media on a need to know basis. Share the basics and decide how much to share once start getting inquiries from media. • It’s important to respond on social media when someone tags you to 	<p>Committee create an editorial calendar for information to get out on a regular basis.</p> <p>The committee can help develop content for social media on benefits of being a member.</p> <p>Marissa can use help with Partnership social media.</p>

	<p>provide factual information. It's also important to look for mentions of the incident on social media where you might not be tagged to respond to those as well. Twitter was most used and most shared.</p> <p>Ideas for publicizing the Partnership include:</p> <ul style="list-style-type: none"> • Share information such as those at high risk for syphilis and events related to healthy eating such as DINE or Double Bucks. • Share what Partnership does as a whole using social media ads. Test with focus groups. • Share with the community how the Partnership impacts the community and benefits. • Add a widget to websites to follow multiple Twitter feeds. • Ask Partnership members to share information on social media. • Do a poll on social media on what people want to hear about. • Other committees should let Communications committee know when sharing information with the media about events. • Route materials through Communications committee for review to make sure branding is on point. • Make an announcement at each Quarterly meeting about sharing information with Communications committee. 	
<p>Announcements</p>	<p>Vote in the City of Durham if you haven't already! Polls close at 7:30 pm.</p> <p>LATCH will receive vouchers for Christmas gifts for their families.</p>	
<p>Closing and adjournment</p>		
<p>***Next Communications meeting: Tues Dec 5*** Next month- Branding ideas, develop editorial calendar</p>		