

**Partnership for a Healthy Durham  
Communications Committee**  
**Durham County Human Services Building, 2<sup>nd</sup> Floor Conference Room, 414 East Main Street, Durham**

**September 5th, 2017  
AGENDA**

**Facilitator: Jeff Quinn**

**Communications:** The purpose of the committee is to improve the Partnership’s external communications, internal communications and branding.

**Meeting Outcomes:**

- Review and Finalize Logic Model so it can be placed in orientation packet as well as used help with Partnership planning
- Develop Partnership Tagline to distinguish between the Partnership and Healthy Durham 20/20

<b>Present:</b> Tiara, Stanley, Peyton Williams, Cindy Haynes, Jeff Quinn, Jen Isherwood, Amanda Snyderman, Kenisha Bethea, Eve Marion, Davon Washington, Pam Maxson, Marissa Mortiboy, Pam Purifoy Debra Duncan, Niasha Fray, Ashanti Brown, Kelley Massengale, Khali Gallman		
<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations &amp; Action Steps</b>
<b>Introductions &amp; Icebreaker</b> <i>Jeff Quinn &amp; All</i>		
<b>Review &amp; Approve August Meeting Minutes</b> <i>Jeff Quinn &amp; All</i>	There were no changes to the minutes.	
<b>Action Items Update:</b> <ul style="list-style-type: none"> <li>• <i>Logic Model Finalization- Jeff</i></li> </ul>	<p>The Communications committee began working on the logic model earlier this summer. The purpose is to include it in the Partnership orientation packet for new members and to use internally to ensure the Partnership stays aligned with its mission and goals. The logic model is a living document and may change over time.</p> <p>The Steering committee reviewed the model at its August meeting. Changes from the August Communications meeting have been incorporated. The model includes inputs, outputs, activities and short and long-term goals. An evaluation piece is included on the model.</p> <p>Minor typos were corrected. The logic model was finalized and approved by the committee.</p>	<p>Jeff will email the corrected version of the logic model to Marissa.</p> <p>Marissa will add the logic model to the Partnership website.</p>

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<p><b>Healthy Durham 20/20 Meeting Recap- Niasha Fray</b></p>	<p>Healthy Durham 20/20 is a multi-sector convening group. The group includes leaders from business, city and county government, education, Duke Health chancellor, etc. The Partnership co-chairs are represented on the committee.</p> <p>Healthy Durham 20/20 is using a three phase model- development, amplification, and expansion. If you attended the June Health Summit, you may have received an email about the Healthy Durham 20/20 social media sites. Healthy Durham 20/20 is working on a website and convening sectors to think strategically. The purpose is to be more intentional about the work being done in Durham and address the social determinants of health such as education, housing and income equality.</p> <p>The hope is that Healthy Durham 20/20 brings a deeper and broader feedback loop to leadership and resources. Healthy Durham 20/20 will hold community engagement discussions this fall. They are aware the Partnership and DataWorks will be also be engaging the community this fall. They want to make sure groups are working together.</p> <p>The convening group met on August 29. The focus of the meeting was a presentation from Stan Holt with the United Way of the Triangle on the collective impact model. The United Way has moved towards funding collectives and less on programs. The convening group also discussed its social media presence and moving forward with community and health care sector engagement. The community informed metrics and evaluation committee will have community members working alongside with epidemiologists and professionals to make sure the correct measures are being captured. The metrics committee will meet quarterly. The group also discussed potential media opportunities.</p> <p>Sector meetings took place before the Health Summit and throughout the summer.</p>	<p>Share new initiatives with Niasha so she can share on social media.</p> <p>Submit names to Niasha for individuals to serve on the metrics committee.</p>
<p><b>Partnership Tagline Development-Jeff Quinn</b></p>	<p>The Steering committee has asked the Communications committee to develop a tagline to differentiate its role form others in the community. The tagline should be pithy and descriptive.</p> <p>Suggestions include- Partnering to assess and improve Durham's health... since 2004. Try to show that the Partnership is inclusive.</p>	<p>Jeff will create a Google doc send an email to the committee to solicit ideas for taglines.</p>

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	The Healthy Durham 20/20 tagline is A New Vision. Join the movement.	
	The committee will review the taglines at the next meeting and vote.	
<b>Announcements &amp; Meeting Adjournment</b>	Community Health Assessment survey results infographics are available in English and Spanish on the Partnership website at <a href="http://www.healthydurham.org">www.healthydurham.org</a> .	
<b>Next Meeting: October 3, 2017 at 8:30 AM-</b> Go through tagline suggestions and vote with Kahoot in October.		