

**Partnership for a Healthy Durham
Communications Committee
Erwin Square Mill Building, 2024 W. Main Street, Durham**

April 4, 2017

MINUTES (Facilitator: Jeff Quinn)

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

Meeting Outcomes: Continue updating of orientation packet; election details identified for co-chairs

Present: Jeff Quinn, Mark Dessaur, Jen Isherwood, Marissa Mortiboy, Khali Gallman, Peyton Williams, James Osborn, Brittany Cheatham, Sarah Atwood			
Project/Topic/Goal	Major Discussion Points	Recommendations	Action Steps
Introductions & Icebreaker <i>Jeff Quinn & All</i>			
Review & Approve March Meeting Minutes/Status Update on Action Items <i>Jeff Quinn & All</i>	There were no changes to the minutes.		
Communications Community Action Plan: New Member Orientation & Buddy System Follow-Up Conversation <i>Jeff Quinn & All</i>	<p>Marissa tried to establish a contract with an independent contractor to redesign the Partnership logo. The contract was not able to move forward due to county insurance requirements and limitations from the vendor.</p> <p>Peyton developed a one page document with information on the Partnership during his internship. This will be included in the orientation packet. Other items to be included in the packet are a brochure on Durham Network of Care, Partnership organizational chart, bylaws, mission, vision, meeting places and times, how the Partnership action plans are linked to County strategic plan, member expectations, goals of committees and acronyms.</p> <p>The packet will likely have to be redone after the completion of the 2017 Community Health Assessment when there could be new priorities and committees.</p>	<p>It was suggested to work with New Media Campaigns, Liaison Designs on logo design or whoever did the county logo redesign or work with graphic design students at Durham Tech, UNC and NCCU.</p> <p>Develop ambassadors to invite new members to join the Partnership.</p>	<p>Marissa can ask at the April Quarterly meeting and committee meetings who would like to sign up to be a buddy for new members.</p> <p>Peyton will review his company’s buddy policy and make revisions to share with Jeff and Mark.</p>

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	<p>Partnership buddies will meet with new members and stay in contact to answer questions. A potential message to share with all members is that everyone is responsible for bringing people into the Partnership to work together.</p> <p>Communicate the Partnership as a civic duty for CHA survey to go out to and talk with the community. Interested in population, health this is something to help with. Have a dinner the night before and make it a community event.</p>	<p>It was suggested that existing members meet with individuals to discuss how they can fit into the Partnership.</p>	
<p>Network of Care Update <i>Debra Duncan & Jeff Quinn</i></p>	<p>The committee has redone the Durham Network of Care (DNOC) landing page to add more icons and more functionality.</p> <p>Alliance Behavioral Healthcare has developed new marketing materials for Durham Network of Care. Alliance attends two to four outreach events per month and wants to move DNOC to the forefront of their marketing plan.</p> <p>The next steps for Network of Care are to work with Duke intern Michelle Burgess and Trilogy software to improve taxonomy codes. Alliance Behavioral Healthcare administrative support is doing quality checks of the current DNOC resource entries.</p> <p>Jen can help with evaluation of the website as a baseline and then after the July relaunch. Marissa asked Jen to think about what to measure and potential tools.</p>	<p>Bring laptop to events to show people Network of Care and how it works.</p> <p>James will move forward with adding Google Analytics to the DNOC website.</p> <p>Add Google Analytics to the agenda of the next DNOC workgroup meeting.</p>	<p>James will bring the Durham Network of Care marketing materials to the May meeting.</p>
<p>IBM Health & Duke Update <i>Jeff Quinn</i></p>	<p>Duke University held an IBM Health Corps follow up meeting on March 20. The meeting discussed issues such as funding, accountability and who will be the lead organization. It was suggested to create an advisory board to address these issues.</p> <p>It was suggested at the March 20 meeting that the Communications committee take on some of the work of the advisory committee and integrate it into the work it is doing.</p>		<p>Jeff will touch base with Pam Maxon at Duke before the next meeting to get additional names for those interested working on next steps for</p>

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	<p>One way to do this is to add 30 or 60 minutes at the end of monthly meetings for those interested.</p> <p>The committee discussed data sharing platforms that have been done in Greensboro, Tulsa and West Palm Beach. The Kaiser Foundation funded the Tulsa initiative. The Greensboro platform was done through a partnership between the health department, school system and other local organizations. A similar system in Durham would require collaboration between the city, county, school system, nonprofits and health system.</p> <p>Other issues that came up are adding information in the system for undocumented individuals, how child patient data is entered in the data sharing platform and who owns that data (which parent).</p>		<p>continuing IBM Health Corps work.</p>
<p>Communication Co-Chair Elections and Other Partnership Elections Marissa Mortiboy</p>	<p>Each Partnership committee will hold co-chair nominations in April at the meeting and online for a period following the meeting. Individuals can nominate themselves or others. Nominees should be involved in the Partnership for a year prior to the start of the July 1, 2017-June 30, 2018 term.</p> <p>Marissa will contact those nominated to see if they would like to appear on the May co-chair election ballot.</p>		<p>Send out electronic version of ballot for those who couldn't attend in person.</p>
<p>Announcements <i>All</i></p>	<p>The Create Good Conference will be held in Durham on April 18 at the Arts Center. It is related to nonprofit communications. You can visit www.creategoodconference.com for more information.</p> <p>Comm Network is a national group that brings philanthropic and nonprofit groups together. They will be starting local chapters. Mark Dessaur is the lead and a science communications event will be held at Burroughs Welcome on Thursday, April 6.</p>		<p>Mark Dessaur will send out information for the meetup.</p>

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	<p>The Triangle Community Foundation will hold a meet and greet, story catching and storytelling event May 4 at Frontier. The purpose will help people to find jobs, connect to one another and learn.</p> <p>Yay Tarheels! The committee acknowledged the 2017 UNC Tarheels NCAA National basketball champions.</p>		
Meeting Adjournment			
Next Meeting: May 2, 2017 at 9:00 AM, 414 E. Main St.			