

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

**December 6, 2016
MINUTES**

Facilitator: Melissa Black

Present: Tara Ilsley-Murillo, Khali Gallman, Melissa Black, James Osborn, Debra Duncan, Jeff Quinn, Marissa Mortiboy			
Project/Topic/Goal	Major Discussion Points	Recommendations	Action Steps
Introductions & Icebreaker <i>Melissa Black & All</i>	What is everyone looking forward to this holiday season?		
Review & Approve November Meeting Minutes/Status Update on Action Items <i>Melissa Black & All</i>	<p>The Partnership Steering committee met with Michelle Lyn, Gayle Harris Mary Ann Black and Farad Ali at the November 21 Steering committee meeting to discuss the Healthy Durham 2020 initiative. The purpose of the initiative is to create population level health change. Leadership from Duke, Durham County Department of Public Health and other partners are part of the group. There was discussion about the goals of the Healthy Durham 2020 initiative, the new position and how the Partnership can work together with Healthy Durham.</p> <p>Healthy Durham wants to involve businesses in their efforts and leverage financial assets. Healthy Durham doesn't see a duplication of efforts but helping to fill gaps. The Partnership co-chairs, Kimberly and Gina will start attending the Healthy Durham meetings. The Partnership will have the opportunity to offer input on the direction of Healthy Durham 2020.</p> <p>Duke recently received an IBM grant to work on their electronic systems and possibly additional community work.</p>		
Improving Internal Communications <i>Peyton Williams</i>	Peyton was not available for today's meeting. He will present at a future meeting based on availability.		

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<p>Communications Committee Action Plan Review & Discussion <i>All</i></p> <ul style="list-style-type: none"> • Improve Internal Communications • Improve External Communications • Partnership Branding • Durham Network of Care • Increase Membership PHD and Communications Committee 	<p>The Durham County Department of Public Health has a Duke University intern helping with doing research on health kiosks, best practices and pricing. The Duke IBM grant, health kiosks were mentioned as a potential intervention.</p> <p>The Communications committee was in favor of updating the Partnership logo so it is adaptable for different formats such as social media. The Partnership will keep the components of the current logo, but refresh it for an updated look. Brandon Alexander with Alliance Behavioral Healthcare also has experience creating logos.</p> <p>Trilogy who maintains Network of Care, will work with Alliance to narrow the taxonomy codes to improve searches for resources. Debra has gone through the Network of Care list to update entries. She will start a quality control check on entries in January 2017. Network of Care has a Facebook page that is inactive. The Partnership can share Network of Care information on its Facebook and Twitter accounts.</p> <p>The intern is working on identifying best practices for a Network of Care Advisory Board and quality control measures.</p> <p>Tracking usage of the Network of Care site through Google Analytics will be added to the action plan.</p> <p>Relaunch Network of Care at the Duke/Durham Health Summit or the April Partnership Quarterly meeting. Alliance can also have the Network of Care website as a topic at a Making a Difference community breakfast meeting the first Thursday in May.</p>	<p>Reactivate the Network of Care Facebook and Twitter pages.</p> <p>Network of Care should use Hootsuite to schedule social media posts.</p>	<p>Jeff will recruit two new committee members with communications experience from the Center for Child and Family Policy and Center for Child and Family Health.</p> <p>Tara will send Marissa contact information for a person who creates logos.</p> <p>Marissa will talk to Mel about funding for redoing the Partnership logo.</p> <p>Jeff will talk to a coworker about using Google Analytics to measure Network of Care site.</p> <p>Jeff will send Melissa a list of people interested in serving on the Network of Care Advisory Board.</p>
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	Send Debra information when you receive grants so she can include on the Network of Care website.		Melissa and Jeff will revise the action plan according to suggestions.
Announcements <i>All</i>	The Duke Division of Community Health will create an online document for community members related to Deferred Action for Childhood Arrivals (DACA) contacts such as lawyers. They are working with families and partners to develop plans around potential immigration issues and deportations.	Include the list on Network of Care. Add a disaster management category on Network of Care.	
Meeting Adjournment			
Next Meeting: January 3, 2017 9 AM- 2024 W. Main Street, breakfast at Jeff's Office			