

**Partnership for a Healthy Durham
Communications Committee
414 East Main St., Durham, NC
February 7, 2017
MINUTES**

Facilitator: Melissa Black

Present: Khali Gallman, Danita King, Denver Bailey, Peyton Williams, James Osborn, Debra Duncan, Jacob Lerner, Marissa Mortiboy, Melissa Black, Gina Upchurch, Brent Best <i>Guests:</i> David Fallside, Jason Gilder			
Project/Topic/Goal	Major Discussion Points	Recommendations	Action Steps
Introductions & Icebreaker <i>Melissa Black & All</i>			
Review & Approve December Meeting Minutes/Status Update on Action Items <i>Melissa Black & All</i>	There were no changes to the minutes.		
Durham Knows Campaign Update <i>Denver Bailey</i>	<p>Durham Knows bus ads ran September through November 2016 on the interior of all GoTriangle Durham buses and the exterior of Access vans. Evaluation surveys were conducted during the campaign in October and following the campaign in November.</p> <p>Demographics were similar for both surveys. They were conducted in a convenience sample with attendees at the bus station. Campaign highlights include:</p> <ul style="list-style-type: none"> The data shows that among people who said they had heard of the DKC, a much greater percent said they had heard of the campaign through a bus ad (87%) in October during the middle of the campaign compared to the week after the campaign ended (47%). However, the total number and percent of people who had heard of the DKC was similar in October (23% (n=23)) and November (18% (n=17)). 	<p>Develop messaging around getting tested for your partner that targets older adults and those in long term relationships.</p> <p>Survey a larger sample to get more insight on the campaign.</p> <p>Involve the Duke PrEP clinic in the next phase of the campaign.</p> <p>Talk with Duke South about making PrEP</p>	

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	<ul style="list-style-type: none"> • Ads about HIV testing were most memorable to people surveyed in October and November, with 47% of respondents recalling the ad in October and 43% recalling it in November. <ul style="list-style-type: none"> ○ When subsequently asked whether they recognized the specific bus ads from the DKC, the “Get Tested, Stay Safe” interior ad remained the most recognizable ad with 43% of respondents recognizing it in October and 36% recognizing it in November. The exterior ad was the least recognized ad. • Those who refused testing in the future tended to be older and in long term relationships. <ul style="list-style-type: none"> ○ 57% of people surveyed in October and 50% of people surveyed in November agreed with the following statement: I would be ashamed if I were infected with HIV. • Of respondents who had heard of the DKC, respondents in October reported greater effect of the DKC on their testing behaviors compared to those who were surveyed in November. Fifty six percent reported a major or moderate effect in October compared to 36% in November. <p>Conduct focus groups to evaluate current ad messaging to revise ads for the future.</p> <p>Denver has started a list of surveys conducted in Durham County. Denver will maintain the list and update. The list will be placed on the Partnership website.</p>	<p>services more accessible.</p> <p>Share survey list with Communications committee to edit.</p> <p>Post list of surveys once complete on Partnership website under data.</p>	
<p>Improving Internal Communications Update <i>Peyton Williams</i></p>	<p>Peyton Williams presented a report of his literature review on improving communications within partnerships.</p> <p>Partnerships are hobbled or fail due to imbalance between cost and benefits of participants, lack of consensus, goal divergence, cultural differences and historical adversarial relationships and turf issues.</p> <p>Consensus building can increase member participation, enhance perceptions of alliance effectiveness, assures partners that</p>		<p>Peyton will send his presentation to Marissa to share with the Communications and Steering committees.</p> <p>Peyton will share his Master’s thesis with</p>

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	<p>decisions are not made on an ad hoc basis and provides tangible guidance on how to navigate decision making process.</p> <p>Perceived benefits have to be in balance with the perceived costs of a partnership. Benefits include increasing networking, information sharing and access to shared resources, recognition,</p> <p>Recommendations:</p> <ul style="list-style-type: none"> • Communicate how decisions are made • Communication has to occur in multiple mediums • Raise perceived benefits and lower costs • Mutual selection- if a new partner wants to join, should be a candid discussion on what is the Partnership and how goals align • Buddy system • Orientation package • Have partner organizations host board meetings on location • Multiple communication means • Predictable meeting/email patterns • Socializations 		<p>the committee once it is complete.</p>
<p>Communications Committee Action Plan Review & Discussion <i>All</i></p>	<p>Reviewed the strategies on the action plan:</p> <ol style="list-style-type: none"> 1. Create a new member orientation and a buddy system for new members. Create a welcome packet for new members including a list of acronyms. This will be available in hard copy and online. 2. Recruit new members to the Communications committee from the community and other Partnership committees. Engage Partnership co-chairs in recruiting new patients. 3. Communicate the mission and health priorities of the Partnership to the community. Develop a Partnership PR kit for those who attend community events on behalf of the Partnership. Participate with planning meetings for Bull City Play Streets. Share Partnership information through the city water bill. 4. Improve the utility and use of the Network of Care website. Develop taxonomy category and subcategory index for Network of Care website. Review Network of Care entries to 	<p>Check with Duke Health for a communications representative.</p> <p>April 1 is the deadline to have taxonomy codes decided.</p> <p>At the next meeting, discuss what should be included in Partnership orientation packet.</p> <p>Add Google Analytics to Network of Care</p>	<p>Follow up with Jeff on the Google Analytics piece.</p>

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	ensure accuracy. Create a Network of Care Advisory Board to develop policy, procedure and quality improvement protocols. Relaunch Network of Care in June or July.	piece in the action plan.	
IBM Health & Duke Update <i>Melissa Black & Marissa Mortiboy</i>	<p>Duke was awarded an IBM Health Corps grant to provide technical assistance around data. IBM Health Corps is a global pro bono program focused on tackling health disparities. They partner with health organizations across the world, contributing the time and expertise of teams of IBM experts for three weeks on the ground. This is the first official project in the United States.</p> <p>They are in their second week and will present final findings on February 17 with recommendations and receive feedback. The intent of the intervention is to be scalable and reproducible. The first need IBM Health would like to address is understanding what services are available. The next phase is to identify what resources individuals qualify for, how to make a referral, close the loop and track referrals. The third phase is to examining data being generated and sharing.</p>	Find out more about Bull City United and their work.	
Network of Care Update <i>Debra Duncan & Melissa Black</i>	<p>Debra has scrubbed all the data in the entire Network of Care database. Alliance Behavioral Healthcare is talking with Trilogy about doing a quality check of 10% of the resources. Alliance has been contacting agencies to check for accuracy. Visit the Network of Care website to see all the changes. Send recommendations to Debra on resources that should be included.</p> <p>In 2016, website metrics recorded 300 visits a day, an average 1.9 pages per visit and an average stay on the site of five minutes. The bounce rate is 73% which is better than the average for the type of site.</p>	<p>Stratify bounce rate by page landed on and keyword to evaluate improve navigation of the site.</p> <p>Have Trilogy participate in the February 15 meeting with Alliance Behavioral Healthcare and the Communications committee.</p>	
Announcements <i>All</i>	There were no announcements.		
Meeting Adjournment			
Next Meeting: March 7, 2017 at 9:00 AM			

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