

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

**June 6, 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:

- Discuss the relaunch of Network of Care and make adequate preparations
- Review and discuss material that will be included in New Member Packets (e.g., Logic Model, PHD Diagram, Acronym List)
- Develop IBM Health Corps extension

Present: Jeff Quinn, Pam Purifoy, Tara Ilsley-Murillo, Peyton Williams, Pam Maxson, Daphne Lancaster, Kenisha Bethea, John Killeen, Jacob Lerner, James Osborn, Lloyd Schmeidler, Marissa Mortiboy, Debra Duncan, Khali Gallman, Eve Marion, John Killeen, Ashanti Brown, Jen Isherwood		
Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Introductions & Icebreaker <i>Jeff Quinn & All</i>		
Review & Approve May Meeting Minutes <i>Jeff Quinn & All</i>	There were no changes to the minutes.	
Action Items Update: <ul style="list-style-type: none"> • Logic Model – Jeff and Tara • Acronym List – Jen/Melissa/Marissa • Partnership Logo - Marissa <i>Jeff Quinn & All</i>	<p>Acronym List- Add Department of Public Safety (DPS) which has the same acronym as Durham Public Schools. Add Family Educational Rights and Privacy Act (FERPA). It was suggested that the acronym list should be made of only the most commonly used ones so the list doesn't become overwhelming.</p> <p>Partnership Diagram- Add Partnership for a Healthy Durham Steering committee, coordinator, co-chairs and to circle in the middle.</p> <p>Logo- Marissa has had problems getting a contract completed with an independent contractor. A quote from a design vendor the county has worked with in the past was</p>	<p>Lloyd will send Jeff and Marissa acronyms for housing.</p> <p>Jeff will send the logic model out to meeting attendees for review.</p> <p>Melissa will update the Partnership diagram.</p>

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	<p>outside of the budget. Marissa will continue to search for a vendor to redo the Partnership logo. The goal is to reveal the new logo in the fall or next spring.</p> <p>Logic Model- Jeff and Tara created a logic model with short term, intermediate and long term goals of the Partnership. The model will include inputs such as staff time and outputs such as activities. The logic model will be used for new members and the committee action planning process. It was suggested to use terms from the action plans such as strategies, goals and objectives on the logic model.</p>	
<p>Network of Care Update and Relaunch Schedule <i>Debra Duncan and Jeff Quinn</i></p>	<p>It's now possible to post upcoming event flyers on the Durham Network of Care (NOC) website. The taxonomy has been changed to reduce the number of categories within each topic. Check NOC to see if your agency's listing is in the correct category. The mobile app icon has been enlarged. Debra has information for the community on how to load the mobile app onto mobile phones.</p> <p>There has been discussion on how far to expand the distance of the service range. Wake County has added a link to Durham NOC on their website. It was suggested to add a link to Wake County's NOC site on Durham NOC to reduce the number of entries. It was suggested to move the resource map icon to the right column under the mobile app.</p> <p>The NOC advisory council will monitor the website to ensure the inclusion/exclusion criteria is being met. The NOC subcommittee decided on having 10 slots. About 18 people have been identified as potential advisory group members.</p> <p>Additional Alliance Behavioral Healthcare staff is reviewing all the NOC entries. Trilogy said that their system is not compatible with Google Analytics. The Network of Care subcommittee will schedule a call with Trilogy to discuss this</p>	<p>Send event flyers to Debra.</p>

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	<p>issue. It was suggested to set up a Google Alert for Durham NOC.</p> <p>If you know of an office or organization who would like a presentation on NOC, contact Debra. The NOC subcommittee will discuss a communications plan after the relaunch in July and would like help and feedback from the Communications committee.</p>	
<p>IBM Health Corps Merger <i>Jeff Quinn</i></p>	<p>Pam Maxson is leading the follow up group to the IBM Health Corps efforts from this past winter. The plan moving forward is to have the Communications committee start at 8:30 am start the IBM Health Corps meeg at 9:30 am.</p>	
<p>Communications Co-Chair Election <i>All</i></p>	<p>Elections were held in May for the July 1, 2017 to June 30, 2017. Jeff was reelected and Tara will be the new co-chair.</p>	
<p>Announcements & Meeting Adjournment</p>	<p>The Healthy Durham 20/20 Summit will be held Friday, June 9 at the Durham Convention Center, 8:30 am. Note takers are needed. Let Marissa know if you are interested in helping.</p> <p>Tara has two undergrad interns who will be helping at Duke this summer. Let her know if you need assistance so the interns can get more public health experience.</p> <p>The Bull City Play Streets on Driver St. will be on June 17, 10:30 am-1:30 pm.</p>	
<p>Next Meeting: July 11, 2017 at 8:30 AM</p>		