

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

**May 2, 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:

- Review and discuss the materials that will be included in New Member Packets (e.g., Logic Model, PHD Diagram, Acronym List)
- Develop New Member Orientation and Buddy System to assist with recruitment and retention of new members to the Partnership for Healthy Durham.

Present: Tara Murillo, Jen Isherwood, James Osborn, Debra Duncan, Brittany Cheatham, Jacob Lerner, Sarah Atwood, Kelly Warnock, Jeff Quinn, Marissa Mortiboy, Khali Gallman, Marissa Mortiboy		
Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Introductions & Icebreaker <i>Jeff Quinn & All</i>		
Review & Approve April 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 • Partnership Diagram & Acronym List – Marissa • Partnership Logo - Marissa <i>Jeff Quinn & All</i>	<p>Jeff and Tara are still working on the Partnership logic model to show Partnership activities, what people get out of the activities and short term and long term outcomes.</p> <p>Include on the list of acronyms: Community partners- Durham Public Schools (DPS), Neighborhood Improvement Services (NIS), Durham Knows (DK), East Durham Children’s Initiative (EDCI), Department of Social Services (DSS) Surveys and reports- Behavioral Risk Factor Surveillance Survey (BRFSS), Youth Risk Behavior Survey (YRBS), Community Health Assessment (CHA), State of the County Health (SOTCH) Programs- Network of Care (NOC), Durham Network of Care (DNOC) Committee names- Obesity and Chronic Illness (OCI), Substance Use/Mental Health (SU/MH)</p>	<p>Jeff and Tara will have a draft of the logic model by the June meeting.</p> <p>Jen and Marissa will work on the acronym list and have a draft for the June meeting.</p> <p>Tara will send Marissa an acronym list she has used previously at Duke.</p> <p>Look at rephrasing the Partnership vision from</p>

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	<p>Governmental agencies- Centers for Disease Control and Prevention (CDC) and National Institutes of Health (NIH), National Science Foundation (NSF).</p> <p>Melissa developed a diagram that show the setup for the Partnership. Suggestions included using the term Use substance use instead of substance abuse, add in the relationship to the health department, coordinator position and Steering committee, add bidirectional arrows between the Partnership and committees and add the Partnership logo.</p> <p>Other organizations have used an overlap model to show relationships between priorities instead of showing them as separate pieces.</p> <p>The committee was in agreement that the Partnership logo should be redone because the white hand is larger and suffocating the darker hand, the Durham skyline has changed, etc. It was suggested to get versions of the logo and have the committee review.</p> <p>The newly designed logos can be test through a Qualtrix survey and with neighborhood groups to reach community members. It was suggested that the Partnership has outgrown the logo.</p>	<p>“will enjoy good” to include wellness, sustained level or improvement. Use a continuum instead of good vs. bad.</p> <p>Marissa will move forward with starting a contract for the logo and branding guidelines if funding is available.</p>
<p>New Member Orientation & Buddy System Recruitment <i>Jeff Quinn & Peyton Williams</i></p>	<p>There has been feedback from people interested in the Partnership that joining can be intimidating and they aren’t sure if meetings are open to the public. Orientation would include the acronym list, diagram, etc.</p> <p>Jeff and one other person volunteered to be buddies. Jacob Lerner volunteered at the meeting to be a buddy. The role would involve answering questions, going through the packet and maybe meeting new or interested members for coffee or tea. There will be a list of buddies to match with new members.</p>	<p>Contact Jeff and Marissa if you are interested in being a new member buddy.</p>
<p>Network of Care Update <i>Debra Duncan</i></p>	<p>The working committee is planning to form an advisory group to make decisions about Durham Network of Care (DNOC). Key partners and community partners will be part of the advisory group. The total number of members will be limited to nine. The group will meet quarterly.</p>	<p>Let Debra and James know about outreach events so they can attend to share information on DNOC.</p>

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	<p>Trilogy, the DNOC hosting company is working on taxonomy code to make searching for resources easier. The changes should be done in the next week or so. Debra has been communicating with Trilogy throughout the process.</p> <p>There is an option to add a space for flyers on the home page of the website with start and end dates so the flyers are automatically deleted from the page when the event is over.</p>	<p>Marissa, Jeff and Melissa will talk about a possible funding opportunity.</p>
IBM Health Corps	<p>Pam Maxon with Duke University has been leading the follow up efforts to the IBM Health Corps recommendations. At a March meeting hosted by Duke, it was suggested that the Communications committee be a part of the efforts and serve as an advisory group for the IBM Health Corps effort. It would involve adding another 45 minutes to the end of the Communications committee meeting.</p> <p>More members would be added to the Communications committee and the focus for the IBM Health Corps portion would be trying to get a system in place so community partners could communicate with one another, coordinate resources and share health information.</p> <p>The committee can test adding time at the end of the meeting and see how it goes.</p>	<p>It was suggested to move the Communications meeting time to 8:30 am.</p> <p>Marissa, Melissa and Jeff will discuss making the Communications meeting more efficient to make sure both meetings are done by 10:30 am.</p>
Communications Co-Chair Election <i>All</i>	<p>The four nominees- Jeff Quinn, Melissa Black, Debra Duncan and Tara Ilesley Murillo shared why they would like to be co-chairs or return as co-chair. Voting took place at the meeting and will be available online for a one week period following the meeting.</p>	
Announcements & Meeting Adjournment	<p>The Driver St. Bull City Open Streets is on June 17. Sign up by May 3 to participate.</p> <p>Thursday is Children's Mental Health Awareness Day. Everyone should wear green. There is a resource fair for those who are differently abled on May 2, 4600 Emperor Blvd at the Alliance home office. Check the Alliance Behavioral Healthcare website for offered trainings during Mental Health Awareness month in May.</p> <p>Durham Connects and Healthy families quarterly meeting is next Thursday, 8:30-9:30 am in Bay C of the Mill Building.</p>	<p>Jacob will send Marissa the event flyer and registration information.</p> <p>Marissa will add the event flyer to the Partnership newsletter.</p>

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Next Meeting: June 6, 2017 at 9:00 AM- Next meeting will include acronym list, logic model, buddy program and IBM Health Corps follow up