**November 1, 2016**

**MINUTES**

**Facilitator: Jeff Quinn**

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| **Present:** James Osborn, Debra Duncan, Peyton Williams, Jacob Lerner, Jeff Quinn, Marissa Mortiboy, Denver Bailey, Pam Purifoy, Melissa Black, Kelly Warnock, Shauna Johnson, Davitta Singletary | | | |
| **Project/Topic/Goal** | **Major Discussion Points** | **Recommendations** | **Action Steps** |
| **Introductions & Icebreaker**  *Jeff Quinn & All* | The icebreaker question was, what was the best Halloween costume you’ve seen this year or in the past? |  |  |
| **Review & Approve October Meeting Minutes**  *Jeff Quinn & All* | There were no changes to the minutes. |  |  |
| ***Durham Knows Campaign Results***  *Denver Bailey,  Durham County Department of Public Health* | Denver and Peyton put together a survey to evaluate the Durham Knows bus ads that ran on GoDurham buses and Access vans in September and October. Durham County Department of Public Health health education interns helped collect the data on two separate days at the Durham Transportation Center.  Of 100 survey respondents, 23 had heard of the Durham Knows campaign. Zero respondents heard of the campaign through social media and six through word of mouth. People remember seeing the HIV testing and Pre-exposure prophylaxsis (PrEP) interior ads the most.  Sixteen percent said the ads would have a major effect on HIV testing. Most others said it would have no effect or minor effect. 83% of respondents said that people are hesitant or scared to take an HIV test because of people’s reaction if test positive. Seventy-four respondents said they had been tested of HIV.  The surveys will be done again in several weeks to see if there was a long term effect from the campaign. Focus groups will be conducted in the spring to get more feedback on the campaign. | Ask the Bronx Knows campaign how they evaluated bus ads and what questions they used.  Look at the Centers for Disease Control and Prevention (CDC) Let’s Stop HIV Together campaign on reducing stigma for ideas. | Partnership for Seniors can help with focus groups for seniors. |
| **Communication Action Planning Conversation**  *Jeff Quinn and All* | See notes below for action plan ideas. |  | Marissa, Jeff, Melissa, Debra, Jacob and Pam to meet to flesh out ideas from meeting.  Jeff will arrange the meeting. |
| **Announcements** | The Partnership for a Healthy Durham still needs help collecting Community Health Assessment surveys. One or two teams in English and several Spanish speaking volunteers are needed.  Durham County is hosting additional two day racial equity workshops. Partnership members are encouraged to attend. Let Kelly Warnock know if you are interested in attending.  Durham Connects is holding a partner meeting on November 17, 8:30-9:30 am at the Mill building. Everyone is invited to attend.  November is National Adoption Month. Durham County Department of Social Services will be holding a celebration on November 18 for adoptive families.  November is lung cancer month. Shauna is holding a recognition event on November 12 to help those with lung cancer and survivors. |  | Kelly will send out dates for upcoming racial equity trainings. |
| **Next Meeting:** December 6, 2016, 9:00 AM | | | |

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| **Focus Area** | **Strategy** | **Individuals Willing to Help** |
| **Internal Communication** | **New member orientation-** Buddy system for new members to work with current members, acronyms broken down, encouraging openness, suggest with other committees and increase sharing externally, connect with inactive members | Jeff Quinn |
| **Recruit members from other committees** | Melissa |
| **Central location for information-** meeting notes, meeting locations, calendar of upcoming events- possibly use Shutterfly | Marissa  Jacob |
| **Meeting out in the community** | Shauna |
| **Annual satisfaction survey** | Marissa  Peyton |
| **Health kiosk** | Jeff |
| **External Communication** | **Outreach-** Food/Health truck rodeo, table at health fairs, city info. van, participate in events as a vendor to give resources to the community, partner to go out into the community with Parks and Rec. and Durham Police Department, be part of and support community led events, ads in water bill, work more with faith-based organizations | Jeff  Debra  Kelly Shauna  Davitta  Jacob |
| **Partners-** Develop feedback loop with Duke Health leadership, send information about Partnership for partners to include in newsletters, inventory surveys administered in Durham to reduce oversurveying and increase resources for partners, develop Partnership materials to take to health fairs | Jeff  Marissa  Denver |
| **Health kiosk** | Jeff |
| **Branding** | Logo- Update logo, reintroduce new logo/brand during Community Health Assessment, use consistent colors as logo on all materials | Marissa  Pam |
| **Social media**- Increase brand’s use of social media, create hashtags specific to the brand | Marissa  Pam |
| **Healthy Durham**- Engage Duke to distinguish Partnership from Healthy Durham | Marissa  Pam  Melissa  Jeff |
| **Health kiosk** | Jeff |
| **Network of Care** | **Network of Care Steering Committee-** work with Alliance Behavioral Healthcare to form a Network of Care steering committee, develop quality control/quality improvement process for Network of Care | Marissa  Jeff  Melissa |
|  | **Network of Care outreach**- targeted places for outreach such as places people are less likely to know about Network of Care, coordinated push to get providers on Network of Care to promote to clients and learn of other resources, info about Network of Care at public computer labs that are highly trafficked (library), resource tables, health fairs | Jacob  Debra |