

Partnership for a Healthy Durham Communications Committee
April 5, 2016
MINUTES

Present: Melissa Black, Kiah Gaskin, Tara Ilsley-Murillo, Debra Duncan, Marissa Mortiboy		
Topic	Major discussion points	Recommendations and action steps
Introductions & Icebreaker	What is one thing you're looking forward to this summer?	
Review minutes	There were no changes to the minutes.	
Committee Status	<p>Duke Division of Community Health could not move forward with applying for a Center for Medicaid and Medicare Services (CMS) grant due to lack of support from the North Carolina Division of Medicaid Assistance (DMA). The grant would've potentially provided funding for a position to keep Network of Care updated.</p> <p>The COACH software program that allows agencies to share information about clients was also supposed to be part of the CMS grant. There was discussion on whether an initiative to use COACH in Durham would move forward.</p> <p>The committee agreed they would like to continue to work on finding a way to staff a position for the Network of Care website.</p>	Ask Jeff Quinn about the status of organizations using COACH in Durham.
Job duties for Network of Care Intern	Kiah and Bull City Fit will provide funds for a summer intern. Someone at the health department could supervise the intern. This could be a great opportunity for a HBHE student practicum. Marissa will check on logistics for having a summer paid intern. The position should be posted sooner rather than later. Kiah will be on leave May-August and students will leave campus in May.	<p>Marissa will talk to Mel about precepting a paid summer intern.</p> <p>Marissa will follow up with Kim Nichols to let her know the committee is still figuring out</p>

	<p>Kim Nichols with Duke has a supply of interns. The interns may not be able to spend enough time on the project. The committee may use this as another option. A full-time, consistent intern would be helpful.</p>	<p>details and will keep in touch.</p>
<p>Next steps for the committee</p> <ul style="list-style-type: none"> • Website project • Overall 	<p>It was suggested to set up a meeting with the representatives who attended the CMS grant meeting to discuss funding. Reach out to the health department, DSS and DPS as well. The Department of Public Safety has been involved in the past and should be invited. Multiple organizations could contribute to funding the website and staff for up to three years to keep it sustainable. At the end of three years, show the revised product and request additional funding.</p> <p>The goal is to figure out how much funding is needed and develop an ask. Next steps include finding out the cost of making changes to the website to meet community needs. Making changes could significantly increase the price.</p> <p>Debra made a change on the news function to make the focus more broad instead of just focused on Mental Health. Debra can add a tagline under the Network of Care name on the site. The change would need to be approved by Alliance management. Debra is waiting to purchase additional PR materials until a decision is made on a website tagline. There are now Spanish postcards available describing the website.</p> <p>The committee needs to figure out how a website focused position would work with Alliance. Anne Oshel and Stephanie Williams from Alliance should be invited to the meeting.</p>	<p>Set a meeting for two to three months from now with an ask to leadership to move support for the website forward.</p>
<p>Partnership Communications</p> <ul style="list-style-type: none"> • HIV/STI committee video contest • Durham Knows campaign meeting • New website 	<p>Marissa briefed the committee on the following Partnership communications related projects:</p> <ul style="list-style-type: none"> • The HIV/STI committee is holding an HIV/AIDS awareness video contest for youth 15-24. The videos should be 15-20 seconds long and submitted to the Durham Knows email address. Contest rules are posted at www.healthydurham.org/DurhamKnows. The grand prize 	<p>Marissa will ask Dennis Hamlet for way to load video to Snapchat.</p>

	<p>is \$100. The group suggested that if the HIV/STI committee received a large number of videos, the videos should be added to a YouTube playlist and linked to Facebook and Twitter. The committee also suggested creating a story about the contest on Snapchat, since that platform is especially popular with youth. Students at Duke and NCCU could help with that.</p> <ul style="list-style-type: none"> • The Durham Knows workgroup of the HIV/STI committee will meet with Velasquez Media on April 12 to discuss the campaign. The health department has contracted with Velasquez Media to provide a social media plan for the Durham Knows campaign • The Partnership will have a new website soon! The health department is contracting with TheeDesign to update the layout and make the website more user friendly. Marissa will send a test of the website to committee members for a user test if possible. • The committee suggested using Thunderclap to promote Twitter chat in the future. 	
<p>Committee co-chair nominations</p>	<p>Committee members can nominate up to five individuals to be co-chair for the 2016-2017 term. To be eligible, the individual must be part of the committee for at least one year.</p>	
<p>Next meeting date: May 3, 9 am</p>		