

**Partnership for a Healthy Durham  
Communications Committee  
Human Services Building, 2<sup>nd</sup> Floor Conference Room, 414 East Main Street, Durham  
August 2, 2016  
MINUTES**

**Facilitator: Jeff Quinn**

<b>Present:</b> Jeff Quinn, Kelly Warnock, Melissa Black, Jacob Lerner, Debra Duncan, Shemeka Thorpe, Peyton Williams, Marissa Mortiboy, Krysta Gougler-Reeves, Tara Ilsley Murillo, Gina Upchurch, Khali Gallman			
<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations</b>	<b>Action Steps</b>
<b>Introductions &amp; Icebreaker</b> <i>Jeff Quinn &amp; All</i>	Everyone was asked about the origin of their name.		
<b>Review &amp; Approve July Meeting Minutes/Status Update on Action Items</b> <i>Jeff Quinn &amp; All</i>	There were no changes to the minutes.		Everyone will follow up with new invitees.
<b>Network of Care Presentation</b> <i>Shemeka Thorpe</i>	<p>Shemeka has been working on the Network of Care (NOC) website with Debra Duncan since June. She has created inclusion/exclusion criteria, corrected agency names, deleted duplicate entries and identified missing information.</p> <p>There were more than 1400 entries in June. The number has been reduced to 1200 and the goal is to get to 1000. Other NOC sites have between 400 to 700 entries, but Durham County is the only NOC site that covers multiple areas such as mental health or public health.</p> <p>Proposed NOC website changes include:</p> <ul style="list-style-type: none"> <li>• Making certain fields mandatory such as language and contact information</li> <li>• Changing the Durham County logo from black and white to color</li> <li>• Deleting keyword search and using categories only</li> <li>• Adding Durham specific photos</li> </ul>	<p>Set up a Google Alert for “Durham Network of Care”, “Durham resources” or “Durham services” to collect data on how often those terms are searched.</p> <p>Create a splash page with a different domain name to direct to the NOC site.</p>	<p>Send Debra suggestions on categories that should be attached to NOC entries to improve search results, e.g. adding the word church to food pantry entries so pantries would show up in search results if church is the search term.</p> <p>Send new NOC name and tagline suggestions to Melissa or Jeff.</p>

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	<ul style="list-style-type: none"> <li>• Adding food pantries listings on the right side menu which connects to an updated list</li> <li>• Adding photos/icons with links on the right side menu</li> <li>• Reducing the number of listings in right side menu</li> <li>• Eliminating the news function and message board</li> <li>• Moving the mobile function to top of right side of the front page</li> <li>• Relocating the GeoMap function to the front page of the NOC site.</li> <li>• Moving the Service/Mapping App from the front page to a different page on the site.</li> </ul> <p>The taxonomy of entries needs to be improved to get relevant search results. Trilogy who maintains the site is addressing this issue.</p> <p>Suggestions for a NOC relaunch include targeting providers, attending Partners Against Crime (PAC) and Durham Housing Authority meetings, holding the relaunch during the first two weeks of the month, hosting a quarterly orientation for providers, tabling at Parks and Rec events and placing a kiosk in the Human Services building.</p> <p>A suggestion for Network of Care names was Bull City Health Connections. The committee liked the Cabarrus County NOC tagline- Your Community. Your Resources.</p> <p>The cost of the website is currently between \$12,000 and \$15,000 per year.</p>		<p>Ask 2-1-1 to share taxonomy codes.</p>
<p><b>Communications Committee Summer/Fall Internship</b> <i>Marissa Mortiboy &amp; Peyton Williams</i></p>	<p>Peyton is working on internal and external communications. For external communications he is developing two versions of a one pager document framed as a personal testimonial and a general fact sheet. The goal is to find out which version someone understands better to understand the Partnership. Peyton will do web and intercept surveys with community members based on the drafts to find out if someone understands the purpose of the</p>		<p>Committee members will review Peyton's drafts.</p> <p>Marissa will send Peyton Kelly and Tara's feedback on</p>

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	<p>Partnership and which version interests people into learning more.</p> <p>Peyton is working on a lit review of previous coalitions and best practices for engaging current membership. FHI 360 has been evaluating the Partnership and may have recommendations related to this. See what the FHI recommendations are before Peyton moves forward.</p>		<p>the previous one pager.</p> <p>Kelly can share drafts of the one pager at the upcoming PAC meetings.</p>
<p><b>Communications Committee Action Plan Discussion</b> <i>All</i></p>	<p>The committee discussed what they would like to achieve in the next two years and start working toward developing an action plan. Items to include are:</p> <ul style="list-style-type: none"> <li>• Soft launch of Network of Care in March 2017 for Duke Durham Health Summit and perhaps present.</li> <li>• See representation from each of the Partnership committees and poverty and education on Communications.</li> <li>• Reach out to Duke Division communicators staff for clinics, Durham County Visitor's Bureau.</li> <li>• Invite Duke Health to future meetings to participate and discuss their rebranding efforts.</li> <li>• Make sure NOC rebrand reaches Urban Ministries and other nontraditional sites.</li> <li>• Develop a 12 month plan with steps and responsibilities.</li> </ul>		
<p><b>Announcements</b> <i>All</i></p>	<p>The Community Health Assessment survey will take place the first two weekend in October. Volunteers are needed, especially Spanish speakers.</p> <p>The Duke Division of Community Health has a new website under Department of Family Medicine and also has a newsletter.</p> <p>National Night Out is tonight. Be sure attend your local community event.</p>	<p>Work with Get Out the Vote folks during the survey to encourage people to register.</p>	<p>Marissa will contact the UNC School of Public Health and Social Work listserves to recruit survey volunteers.</p>
<p><b>Meeting Adjournment</b></p>	<p>The next meeting has been moved from September 6 to September 13.</p>		

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