

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

**August 1, 2017
MINUTES**

Facilitator: Tara Murillo

Communications: The purpose of the committee is to improve the Partnership’s external communications, internal communications and branding.

Meeting Outcomes:

- Discuss Healthy Durham 20/20 Meeting and their domain name
- Discuss 1st Partnership Orientation and materials
- Partnership Survey Results disseminated with the group

Present: Marissa Mortiboy, Pam Maxson, Tiara Stanley, Tara Murillo, Kenisha Bethea, Daphne Lancaster, Peyton Williams, Jacob Lerner, Jen Isherwood, Ashanti Brown, Pam Purifoy, James Osborn, Niasha Fray, Gina Upchurch, Khali Gallman

Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Introductions & Icebreaker <i>Tara Murillo & All</i>		
Review & Approve June Meeting Minutes <i>Tara Murillo & All</i>	There were no changes to the June minutes.	
Action Items Update: <ul style="list-style-type: none"> • Discuss 1st Partnership Orientation- Marissa • <i>Logic Model Edits-Tara</i> 	<p>Marissa led the first Partnership orientation prior to the July 19 Quarterly meeting. The orientation covered the history, structure and goals of the Partnership, member roles and how members can get involved. The orientation took about 40 minutes and was mainly Marissa sharing information with the dozen attendees.</p> <p>Jen Isherwood summarized the orientation evaluation. Overall, attendees were pleased with the orientation and felt like they learned a lot. The primary suggestion was to provide more information about the subcommittees such as additional context and meeting times and dates. Another suggestion was to share participants contact information so attendees can network. The committee suggested highlighting the progress committees have made on action plans.</p>	<p>Have at least one committee or overall co-chair give an overview of their committee or discuss their committees at future orientation sessions.</p> <p>Marissa will match buddies this week with members who volunteered and those who attended orientation.</p>

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	<p>Three individuals who attended the orientation signed up to have buddies. The committee suggested assigning buddies to the same committee the new member is interested in. It was also suggested to ask new members who they would like to be paired with from a list and match accordingly.</p> <p>Tara revised the logic model based on feedback at the June meeting. The committee suggested:</p> <ul style="list-style-type: none"> • Adding researchers/academics and health systems under the Participants category. • Moving “Increase in number of collaborations between partners” to the top Short Term Outcomes category • Reword “collaboration with other coalition in Durham” since it appears under Activities, Outputs and Outcomes categories. • Add adapting/iteration under the evaluation function. 	<p>Make contact with the Herald-Sun editors to start Partnership articles again. Tara will make changes and send out to the committee.</p> <p>The logic model will be reviewed at the August 21 Steering committee.</p>
<p><i>Healthy Durham 20/20 Meeting Recap-Marissa</i></p>	<p>Marissa presented the suggestions from the Communications committee to Healthy Durham 20/20 at their July meeting about using a different web address than healthydurham20/20. The convening group was going to decide to use healthydurham20/20 until the point was made how the Partnership would feel about the decision and how it would be perceived in the community. Discussion followed about listening to community and doing what is requested to build trust. Healthy Durham 20/20 made the decision to use a different website name that wouldn't be as easily confused with the Partnership. The Communications committee agreed that it will take time to build trust among partners in the Healthy Durham 20/20 efforts. Gayle Harris later suggested HD20/20.org for the website name but it is taken by a company in Miami.</p> <p>Healthy Durham 20/20 Summit attendees stated in the evaluation that they want to hear about next steps and continue with the work. Healthy Durham 20/20 will use the name on social media channels such as Facebook, Twitter and LinkedIn.</p> <p>There needs to be a discussion in the future to develop strategies to make sure the Partnership and Healthy Durham 20/20 are on the same page for communications. Healthy Durham 20/20 and the Partnership have distinct functions but should work together. There was discussion of how the confusion between organizations could draw in additional people to both groups.</p>	<p>The Healthy Durham 20/20 website name should be similar to what is used on their social media channels.</p> <p>It was suggested for Healthy Durham 20/20 to use a URL tied to the mission.</p> <p>Niasha will ask the Healthy Durham 20/20 Communications committee to develop a tagline for Healthy Durham 20/20.</p> <p>It was suggested to host Healthy Durham 20/20 as a subpage under the Partnership website. This will go back for discussion to the convening group.</p>

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	<p>The Partnership needs to decide how much do they want to distinguish themselves from Healthy Durham 20/20 and what steps will need to be taken such as changing Facebook and Twitter handles. The Partnership Steering committee will continue this discussion.</p> <p>It was suggested to make the Communications committee and Connected Durham meetings shorter so both meetings take 90 minutes total.</p>	<p>Review Partnership for a Healthier Halifax and how they are set up with their Healthy Carolinians and cross sector partnership.</p>
<p>Next Meeting: September 5, 2017 at 8:30 AM</p>		

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