

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

**October 4, 2016
MINUTES**

Facilitator: Melissa Black

| Present: Peyton Williams, Pam Purifoy, Marissa Mortiboy, Melissa Black, Kelly Warnock, Khali Gallman, James Osborn, Tara Ilsley-Murillo, Mark Dessaur, Jacob Lerner, Debra Duncan, Antoinette Parker, Marissa Mortiboy | | | |
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| Project/Topic/Goal | Major Discussion Points | Recommendations | Action Steps |
| Introductions & Icebreaker <i>Melissa Black & All</i> | | | |
| Review & Approve August Meeting Minutes/Status Update on Action Items <i>Melissa Black & All</i> | Duke Department of Family Medicine should be corrected to Duke Division of Community Health. | | Marissa will make the correction and send updated minutes to Jeff and Melissa. |
| External Communication Internship Update <i>Peyton Williams</i> | <p>Peyton shared the results of his work around creating two types of Partnership informational one pagers. One concept was a testimonial with a large photo of a Durham resident and a quote about the Partnership. The other one pager was a fact sheet with information on the committees and what the Partnership does.</p> <p>218 individuals took the survey and one third of the total live in Durham. Of the survey takers who live in Durham, the respondents skewed female and almost half had college degrees.</p> <p>Results show that people liked the fact sheet concept better because they understood more about how to join the Partnership and it was made for a person like me.</p> <p>The testimonial may be better for audiences with less education. Peyton cannot separate results by education level because the sample size is so small.</p> | <p>Put the testimonial on one side and the fact sheet on the other so people have both.</p> <p>Have the materials translated into Spanish.</p> | Marissa will contact Lula about using her image on Partnership testimonial flyers. |
| Network of Care Update <i>Debra Duncan</i> | Changes to the Network of Care site include new photos on the front page, more color, name change at the top of the site, Connect Durham and the tagline- Your | Launch the revised Network of Care at the | Ask Duke/Durham Health Summit if the Partnership can |

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| | <p>Community. Your Resources. A Durham specific photo banner at the top of the page would cost between \$450 and \$550. The right side menu for additional services are now icons. There is less text on the front page.</p> <p>Alliance Behavioral Healthcare staff is checking each listing to make sure the information is up to date. Information is checked twice a year and an email is sent out to organizations listed two other times a year. Further scrubbing and verification is needed.</p> <p>Network of Care does have printing capability. The site could produce an Excel spreadsheet or a scannable list of resources for printing.</p> <p>Alliance Behavioral Healthcare sets up in the Human Services lobby quarterly to share information about Network of Care.</p> <p>Wake County created the character of Resource Man to help people remember the site and created a series of videos.</p> | <p>Duke/Durham Health Summit.</p> <p>Add open enrollment dates under the Affordable Care Act icon on the left side.</p> <p>Print a resource guide once or twice a year from the website.</p> <p>The Partnership can advertise Network of Care information on the City of Durham informational van.</p> | <p>present Network of Care.</p> <p>Melissa and Marissa will meet with James and Debra on October 10.</p> |
| <p>Communications Committee Action Plan Discussion <i>All</i></p> <ul style="list-style-type: none"> • Improve Internal Communications • Improve External Communications • Partnership Branding • Durham Network of Care • Increase Membership | <p>The audiences for the Partnership are Partnership members and community members.</p> <p>The Partnership needs to get outside of the health department more to share information with the community. The Communications committee can work with faith based organizations on scheduling health fairs so they're more coordinated.</p> <p>The committee will continue to work on the action plan by fleshing out ideas next month.</p> | <p>Marissa will work with Melissa and Jeff to categorize ideas.</p> | |
| <p>Next Meeting: November 1, 2016, 9:00 AM</p> | | | |

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Partnership Communications Ideas/Strategies

Internal

- Committee members from each of the committees
- Committees vet Network of Care resources

External

- Community Health Assessment process- talk to communities
- Get outside the health department- health fairs
- Help churches coordinate timing of health fairs
- Partnership resource info. to people who need flu shots- Duke, Blue Cross Blue Shield of North Carolina, County
- Flyers up at locations- people who are getting info. out
- Eliminate repetition- Pursue organizations without public relations, share info. from smaller organizations, put their stuff in newsletter (Khali follow-up)
- Be part of planning for community-led events, support them (Jacob follow-up)
- Let Partnership know of community events, NIS newsletter, (Jacob)

Partners

- Focus on audiences and share information with partners- providers, churches, funders, disseminate through networks
 - How do we reach? What do we want them to do? What is the ask per audience?
 - Look at different messages for different audiences in different formats- Facebook, flyers up, slides for partners
- Give information to those in the community- police walks, city mobile unit
- Send information out in format ready to use online or copy and paste, content for Partnership newsletters (Antoinette follow-up)
- Inventory partners and networks- showing up on Facebook, Twitter, newsletters, meetings, etc. Develop content for partners and disseminate (Mark follow-up)
- Keep calendar of key annual events

Audiences

- Partners- share info. both ways, electronically and in person
- Community- Face to face info. sharing
- Competitors