

**Partnership for a Healthy Durham
Communications Committee**

January 12, 2021 @ 9:00am – Zoom/Virtual

MINUTES

Facilitators: Heather Mountz & Tara Ilsley

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

Meeting Outcomes:

- Member check-in
- Discuss membership directory next steps
- Planning discussion

Present: Tara Ilsley, Kyle Smith, Debra Duncan, Heather Mountz, Eve Marion, Marissa Mortiboy		
Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Introductions & Icebreaker	If your life were a TV show, what genre would it be and why?	
Review & Approve December Meeting Minutes	There were no changes to the minutes.	
Status update 1. <i>Partnership Membership Directory Proposal – presenting at the Quarterly Partnership meeting & next steps</i> 2. <i>6-month planning discussion</i>	<p>Tara and Heather got approval from the Partnership Steering committee in December to move forward with the membership directory proposal. Tara and Heather met since the December meeting to develop a survey to collect Partnership member data. There will be time on the January 27 Partnership Quarterly agenda for Heather and Tara to share about the member directory.</p> <p>For the question asking about participation, make sure people can check more than one option (for work, community member, etc.) Separate the organization and website as two different questions. For primary and secondary organization, add in parentheses, work or volunteer organization. Make the secondary email address field optional. Add a dropbox so members can choose which committees they are part. Add committees participate in instead of committees served. Add languages other than English spoken.</p>	<p>Tara Ilsley and Heather Mountz will edit the survey and add a short paragraph at the top of the survey to give context to the purpose.</p> <p>Tara and Heather will send the survey to the Steering committee for final review.</p> <p>Kyle, Eve, Heather and Tara will work together to develop Partnership fact sheets.</p>

	<p>The committee discussed short-term goals they could accomplish over the next six months. Heather suggested starting the committee fact sheets and put the member survey results together starting in March. Kyle Smith suggested thinking about the Partnership videos. Marissa suggested using information on the Partnership website and orientation packet for the fact sheets. She also suggested the committee develop a fact sheet for the Partnership overall.</p>	<p>Heather will send a meeting poll to get together in January.</p>
Announcements	<p>The Duke School of Nursing is hosting a documentary, Open Wounds and discussion panel and the Harriet Cook Carter lecture in February. More information is available at https://nursing.duke.edu/events.</p> <p>Share flyers with Debra Duncan to share on the Durham Network of Care webpage and Facebook account.</p> <p>The MaryAnn Black documentary is available on WRAL- https://www.wral.com/wral-documentary-maryann/19463097/.</p>	
Next Meeting: February 2, 2021, 9 am		

**Partnership for a Healthy Durham Communications Committee
2018-2021 Action Plan Goals and Objectives**

GOAL 1: Internal Communication – or – Partnership members know about all committees’ activities (and know how to support them).

- OBJECTIVE #1: Implement in-person cross-committee representation at committee meetings to ensure each Partnership member is updated on all committee activities
- OBJECTIVE #2: Serve as technical assistance for other Partnership committees by 1) sharing stories and events from committees with public via multiple outlets and 2) reviewing and providing feedback on materials created by other committees

GOAL 2: External engagement/communication with the community – or – the community knows who the Partnership is and what we do

- OBJECTIVE #1: Assess Partnership membership directory to determine sectors and demographics represented in order to identify gaps.