

**Partnership for a Healthy Durham
Communications Committee**

December 1, 2020 @ 9:00am – Zoom/Virtual

MINUTES

Facilitator: 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 – lessons learned in 2020
- Discuss membership directory next steps
- Determine follow up to needs assessment

Present: Debra Duncan, Heather Mountz, Kyle Smith, Armenous Dobson, Tara Ilsley, Marissa Mortiboy, Lara Khalil		
Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Introductions & Icebreaker	<p><i>What are your takeaways from this year?</i></p> <p>Marissa shared that she is the new Population Health Division Director for the Durham County Department of Public Health. She will still attend Partnership Steering and Quarterly meetings. Her priority is to hire a new Partnership Coordinator early in 2021.</p>	
Review & Approve November Meeting Minutes	There were no changes to the minutes.	
<p>Status update</p> <p>1. <i>Partnership Membership Directory Proposal – going to Steering Committee & what’s next</i></p> <p>2. <i>Discuss cross-cutting themes of Communications needs assessments & next steps</i></p>	<p>The next step for the Member Directory is to present to the Steering committee. Tara Ilsley and Heather Mountz presented changes to the proposal based on feedback from the Communications committee and overall Partnership co-chairs, Angel Romero and Pam Diggs. In-person meetings likely won’t take place in early 2021.</p> <p>The member directory proposal edits from Pam and Angel included added a second surname option, pronouns used and to include information in the member directory survey about race, gender and ethnicity. Information about race, gender and ethnicity is also captured in the overall Partnership membership survey. Tara and Heather would like to keep the member directory survey short. What</p>	<p>Tara and Heather will draft the membership directory survey after they meet with the Steering committee.</p> <p>Tara suggested ways to share the work of the committees such as through videos and adding information to the monthly Partnership newsletter.</p>

	<p>would the committee do with the race, gender and ethnicity data collected? Lara Khalil shared she would like to hear more from Pam and Angel about collecting race, gender and ethnicity in the member survey.</p> <p>The Communications committee did needs assessments with committees throughout 2020 with the other Partnership committees. Themes are as following:</p> <p>Internal Needs</p> <ul style="list-style-type: none"> • Make available resources that bring awareness to what the committees are working on • Understand what other committees are working on <p>Top Internal Strategies</p> <ul style="list-style-type: none"> • Fact sheets from each committee that includes high level goals • Committee representatives periodically provide brief updates to other committees by providing updates <p>External Needs</p> <ul style="list-style-type: none"> • Advocate/share successes with decision makers • Create elevator pitch for respective committees <ul style="list-style-type: none"> ○ Both of these could be addressed by upcoming advocacy training <p>External Strategies</p> <ul style="list-style-type: none"> • Create a toolkit containing fact sheets, infographic or other vetted messaging <p>The videos could be short that highlight committee work, something fun and short. Heather and Tara will find out who would be interested in creating videos at the December Steering committee. Kyle Smith suggested a mid-year update video for the whole Partnership.</p>	
<p>Announcements & Meeting Adjournment</p>	<p>Durham Network of Care has put together a youth and under 25 resource page on their online resource directory- https://durham.nc.networkofcare.org/mh/content.aspx?cid=9366. Let Debra know if you have any suggestions.</p>	
<p>Next Meeting: January 5, 2021 at 9:00 AM</p>		