

**Partnership for a Healthy Durham
Health and Housing Committee
ZOOM
October 20, 2020
MINUTES**

Facilitator: Caressa Harding

Meeting Outcomes

- Outcome 1: Review Health and Housing elevator pitches
- Outcome 2: Finalize action plan items in workgroups

Present: Caressa Harding, Donna Biederman, Don Bradley, Alyssa Platt, Marissa Mortiboy, Pam Diggs, Lenora Smith, Kendra Hinton, Charlene Reiss, Brian Goings-Reid			
Project/Topic/Goal	Major Discussion Points	Recommendations	Action Steps
Welcome & Introductions	What is your favorite Halloween movie or activity?		
Review of September Minutes	There were no changes to the minutes. If you have changes, send to Marissa Mortiboy at mmortiboy@dconc.gov .		
Review and feedback on the elevator pitches <i>Caressa Harding</i>	<p>The committee previously discussed developing elevator pitches as part of its work. Caressa Harding and Donna Biederman worked with Duke students in spring 2020 to develop pitches.</p> <p>The students developed three pitches dealing with health and home, health and neighborhoods and health and housing. The statements need to be very concise that people can remember. The current paragraphs are long.</p> <p>The intention of the elevator pitches are to have something easy to remember someone can repeat about the importance of health and housing. The audiences are people who live in public housing to share with fellow residents, housing authority or at a council meeting. The pitches can also be for anyone to use with different audiences or legislators.</p> <p>Elevator pitch feedback from the committee included:</p>	<p>Don Bradley provided a link about messaging- https://www.slideshare.net/marketing-partners/3step-guide-to-using-message-triangles?next_slideshow=1.</p> <p>Marissa Mortiboy shared that housing quantitative and qualitative data is available from the 2019 Community</p>	<p>The advocacy group will review the elevator pitches from the Duke students and revise them.</p> <p>Caressa Harding will send out elevator pitches to the advocacy workgroup.</p>

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	<p>Health and Housing Pitch:</p> <ul style="list-style-type: none"> • Tie repairing cracks to mold, hard to tie cracks to asthma • Remove part of statement about repairing cracks. End statement with “on a person’s health.” • Keep phrase Housing is Health and Health is Housing and move that to the beginning of the pitch. <p>All pitches:</p> <ul style="list-style-type: none"> • Add equity about the housing that needs to be improved. • Create an elevator pitch about the purpose of the Health and Housing committee and why it’s needed. • Be more specific about health and housing conditions. Include a statistic in the pitch that gets at positive health outcomes or cost/benefit analysis. • Focus on the aspirational instead of the negative. E.g. “Every resident of Durham deserves to live in safe and healthy housing” or “In a thriving community, everyone deserves to live in safe and healthy housing.” “Safe housing supports health across the lifespan.” “From children to older adults, housing affects health and quality of life.” • Start with the vision/why, then move to how you do it/values and finish with a what. • Each pitch should mention Durham specifically. 	<p>Health Assessment Survey.</p> <p>Here is the link to the committee action plan- https://healthydurham.org/cms/wp-content/uploads/2019/09/2018-2021-Action-Plan-Form-Communications_01102019.pdf and the logic model- https://healthydurham.org/cms/wp-content/uploads/2020/08/PHD-Health-Housing-Logic-Model-082020.pdf</p>	
<p>Action plan workgroups <i>Marissa Mortiboy</i></p>	<p>The committee broke into workgroups:</p> <p>Research: Alyssa Platt and Donna Biederman</p> <p>They reviewed the action plan and felt it was ambitious and redundant with existing efforts. They discussed supporting education and advocacy with research. Compile a list of researchers in the Durham area doing research in health and housing. Compiling data sources and ensuring it’s used for</p>	<p>The Partnership Steering committee has been discussing a series of community conversations. Pam offered to help plan.</p>	

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	<p>decision-making is far reaching. The committee is not there yet. They need to build up knowledge of research to get there at some point. Are there research questions this committee would like to ask?</p> <p>Education: Brian Goings-Reid, Caressa Harding and Kendra Hinton</p> <p>The workgroup decided they wanted to create an infographic based on the work from the advocacy workgroup. Test with churches, community-based organizations, Durham Housing Authority (DHA) and people living in public housing to make sure it is useful. Make sure to include people with lived experience in the process. Hold a Zoom meeting to discuss health and housing. Allow individuals from churches and community-based organizations to have a conversation with the committee. The meetings would likely take place in February and March 2021.</p> <p>Advocacy: Charlene Reiss, Don Bradley, Pam Diggs and Lenora Smith (not present for the workgroup but interested in participating)</p> <p>The workgroup wants to write a three-sentence elevator pitch- first sentence why, second sentence numbers or story with numbers and third sentence call to action. They discussed message maps and message triangle to develop the pitch. Review the City strategic plan about housing and use their language in the pitch to use data to advance health. Also tie to the City Racial Equity Task Force recommendations.</p> <p>Main functions for workgroup are to learn, teach and advocating. Use tagline of Housing is Health and Health is Housing to tie everything together the committee is working on.</p>		
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Announcements <i>All</i>	The Partnership for a Healthy Durham is holding a Quarterly meeting on Wednesday, October 21, noon to 1pm via Zoom. The focus will be a COVID update and how to move the community work forward.		
Next Meeting: November 17, 2020, 8:30 am- Have an hour-long meeting and use 30 minutes for workgroup time.			