

**Partnership for a Healthy Durham Communications Committee  
March 2, 2021 @ 9:00am – Zoom/Virtual**

**MINUTES**

**Facilitators: Tara Ilsley & Heather Mountz**

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

**Meeting Outcomes:**

- Member check-in
- Logistics for Fact Sheet
- Directory implementation

<b>Present:</b> Pam Purifoy, Marissa Mortiboy, Debra Duncan, Heather Mountz, Tara Ilsley, Armenous Dobson, Benay Hicks, Eve Marion, Kyle Smith		
Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
<b>Introductions &amp; Icebreaker</b>	<i>What do you miss about your office?</i>	
<b>Review &amp; Approve February Meeting Minutes</b>	There were no changes to the minutes.	
<b>Status update</b> 1. <i>Fact Sheet Discussion – where does it live and what kind of access is needed?</i> 2. <i>Partnership Membership Directory Proposal – what will it look like? Who has access?</i>	<p>The Communications committee presented the member directory to the Steering committee and it was approved. There were questions about where the directory should live, should it be password protected and who should have access? The directory should be accessible to anyone who is engaged in the Partnership at any level (whether it’s just reading emails). Marissa sees the directory as a perk of being involved with the Partnership. Next year, amend the form to include a checkbox with preferences about sharing information. Add a consent to the survey. Start small and expand/improve the directory as we go along. The directory will be password protected.</p> <p>The fact sheets would be available on the Partnership website. Armenous Dobson suggested making the fact sheets available so anyone interested can learn more about the Partnership’s purpose, committees and activities. The fact sheets would keep the Partnership accountable to the public and provide progress on the committee action plans. How do we drive more traffic to the Partnership website and what the committees are doing? Fact sheets will be available to everyone, sent to committees for completion, live on the Partnership website and link back to committee webpages.</p>	<p>Marissa will include Partnership links on the health department website to drive traffic to the Partnership.</p> <p>Debra Duncan will add the Partnership to the DNOC banner to drive traffic.</p> <p>Tara and Heather will draft a mock-up of the directory based on the data they have and bring to the committee for the April meeting.</p>

**Announcements & Meeting Adjournment**

Marissa completed the final draft of 2020 Community Health Assessment (CHA) and submitted to the NC Division of Public Health on February 28. There will be a one-month comment period to get feedback and capture errors. Marissa thanked Benay Hicks for her editing work on the CHA.

Reach out to Tara Isley if you know of any families who need assistance with diapers. She is helping with fundraising and can connect families to services.

Insight Human Services is collecting medication storage data- <https://www.surveymonkey.com/r/NQF6XZZ>. This is a quick 2-3 minute survey for Durham residents about how they store their medication.

Alliance Health is offering Mental Health First Aid again for children and adults. The session is virtual. There is a charge of \$23.95 for the course. Certification is for three years. The next open classes are May 19 and June 16.

Eve Marion is facilitating a forum on how to communicate choices for palliative care in MyChart. They are looking for African Americans to participate in the session on March 18.

**Next Meeting: April 6, 2021 at 9:00 AM-** Communications committee assist with communication plan to share different messages with different audiences?

**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.