

**Partnership for a Healthy Durham  
Communications Committee  
August 3, 2021  
Minutes**

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

**Meeting Outcomes:**

- Introduce all committee members and new co-chairs.
- Review Communications Committee Community Health Improvement Plan.
- Discuss ideas and goals for this year.
- Discuss ways to share information with external partners.
- Advertise upcoming Community Health Assessment listening sessions.

**Facilitated by:** Angel Ruiz and Katie Lipe

<b>Present:</b> Katie Lipe, Angel Romero Ruiz, Eve Marion, Lara Khalili, Armenous Dobson, Debra Duncan		
<b>Topic</b>	<b>Major Discussion</b>	<b>Recommendations and Action Steps</b>
<b>Welcome/Icebreaker</b>		
<b>Review July Meeting Minutes</b>	The committee will need to approve July meeting minutes at the September meeting, as the committee did not have the July meeting minutes available to review.	
<b>Review 2018-2021 Strategies and Goals</b> <i>All</i>	<a href="#"><u>Communications Committee 2018-2021 Community Health Improvement Plan</u></a> The Communications Committee does not have a committee liaison to other committees. This may be something we need to identify in the future. It would be helpful to identify the Communications Committee members’ skillsets and gaps (e.g., graphic design, writing, photography, web design). The Communications Committee has yet to complete a Partnership branding guide for member use. The partnership did hire a photographer to create a library of	

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	<p>royalty free stock photos for use by the Partnership and its partners, but it would be helpful to create a toolkit on how to use images and logos in communications. The Communications Committee identified that there needs to be improvements with disseminating partner information.</p> <p>The Communications Committee agreed that more communications professionals could be recruited from the Durham community to join this committee.</p> <p>Fact sheets for each committee need to be updated.</p> <p>The Communications Committee will need to be responsible for updating the membership directory on an annual basis.</p> <p>It would be interesting to have guest speakers present to the Communications Committee meetings on different topics (e.g., social media training). Katie will reach out to her colleague at Duke who regularly hosts social media tutorials and presentations.</p>	
<p><b>Discuss external partners directory list idea</b> <i>All</i></p>	<p>There are dozens of email distribution lists in the Durham community that distribute information about new programs and services, events, employment opportunities, etc. It would be helpful to create a streamlined process for sharing information with external partners.</p>	<p>Angel will create a list of individuals who manage mailing lists and list serves. The list will be sent out or shared at the next committee meeting and members can add on to the list. This will help us to communicate information about events and news more effectively with community partners.</p>
<p>Community Health Assessment listening sessions.</p>	<p>The Partnership will host two Community Health Assessment listening sessions next week. Please advertise these events to your audiences.</p>	<p>Katie will send the committee more information about the events following this meeting.</p>

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<p><b>Announcements</b> <i>All</i></p>	<p>Alliance Health and Insight Human Services will host a Community Resources and Awareness Fair at Walmart on Glenn School Road on Saturday, August 14, 2021 from 10 a.m. to 2 p.m.</p> <p>Durham County will host a Back-to-School Bash at the Durham County Memorial Stadium on Friday, August 20, 2021, from 10am-2pm. Free food, haircuts, backpacks, and COVID-19 vaccines will be available. \$25 visa gift cards will be offered for everyone that gets vaccinated or brings someone for a shot.</p>	<p>Katie will send the committee more information about the events following this meeting.</p>
<p><b>Next Meeting:</b> September 7, 2021 9:00am</p>		