

**Partnership for a Healthy Durham
Communications Committee**

May 4, 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
- CHA Communications Plan
- Directory data review
- Fact sheet content approval

Present: Heather Mountz, Marissa Mortiboy, Tekeela Green, Debra Duncan, Eve Marion, Lara Khalil, Tara Ilsley, Junette Yu, Benita Perkins		
Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Welcome		
Review & Approve April Meeting Minutes	There were no changes to the April minutes.	
Discussion <i>Communications Plan for CHA Results Dissemination– Dr. Tekeela Green</i>	<p>Dr. Tekeela Green has been working on a communications plan to distribute 2020 Durham County Community Health Assessment (CHA) results. Tekeela has been reaching out about CHA messaging for different populations such as to KC Buchanan with the LGBTQ Center of Durham. The goal is to use different methods and strategies to share CHA messaging over a period of time.</p> <p>Some groups such as decision makers prefer data to drive their points. Some people aren’t as interested in the data but more interested in how the data will impact change.</p> <p>The goal is to have the final CHA ready by the end of May. Tekeela is working on the index to make the document easier to navigate. The executive summary reports will be available in English and</p>	<p>Create a one-pager with 2020 CHA key points.</p> <p>Debra is willing to share 2020 CHA data on the Durham Network of Care website.</p> <p>Use lessons learned about COVID and communications from Durham County Department of Public Health communications staff.</p>

	<p>Spanish, with focus on the reason for the CHA, how it is used and what has been done since the 2017 CHA.</p> <p>Primary audiences include seniors, LGTBQ+ population, providers and faith-based, people experiencing homelessness and community members. Lara suggested having an in-person event with food and planned with the community to celebrate the report and outcomes when possible. Also create slideshows on Instagram to reach a younger audience. Use images with one key message to get point across.</p> <p>Lara suggested hiring community ambassadors who are already engaged/interested and can help brainstorm strategies and also leverage their own networks. If the primary goal is awareness, one-pagers, infographics, etc. are useful. if there is a call to action is "get involved, let's work on these issues together, more engaging approaches would be needed.</p>	<p>Use graphics at a third-grade level.</p> <p>Partners should add links to the CHA in their newsletters.</p> <p>Look to California and Washington for their strategies to reach out to the Latino community.</p> <p>Marissa and Tekeela will discuss the communication plan in more detail and next steps.</p>
<p>Committee co-chair nominations</p>	<p>Heather and Tara are not running again for the Communications co-chair role again. Two co-chairs are needed to move the work forward and assist with community health improvement plans (CHIPs) for 2021-2024.</p> <p>Tara and Heather worked well together and met for 30 minutes each month to plan the meetings. Heather said the role is a great way to step into a leadership position within the County and a very good experience. With the pandemic, the Durham County Department of Public Health (DCoDPH) has done a good job supporting co-chairs. Marissa keeps everyone together and aware of what needs to be done. The co-chair role requires less than 10 hours per month including the Steering committee and Communications committee meetings. There are also great networking opportunities. Co-chairs would be part of the Steering committee and work with others in different sectors. Great if want to increase leadership skills, organizational skills and collaborate with others.</p> <p>Marissa has acted as co-chair in the past when roles have not been filled. She is unable to do this due her new role within DCoDPH. There will be a new Partnership Coordinator soon and it would not</p>	<p>Talk to Heather and Tara about the role if you are interested.</p> <p>Marissa will put together the Communication nomination link and send to Heather and Tara to send out.</p>

	<p>be fair to the individual to also serve as committee co-chair. Committee members are needed to run the committee.</p> <p>Nominations will be held this month electronically with elections in June. The job description and link will be sent to the committee. Individuals may nominate themselves or someone else.</p>	
<p>Status update</p> <ol style="list-style-type: none"> 1. <i>Partnership Membership Directory Proposal – review data and format</i> 2. <i>Fact Sheet – review Comms fact sheet</i> 3. <i>Equity committee worksheet</i> 	<p>The Partnership agreed to have the member directory on the Partnership website with password protection at the April 2021 Quarterly meeting. The director would be listed in alphabetical order by last name and a searchable PDF. The directory will be updated in January 2022.</p> <p>The group reviewed the Communications committee fact sheet. Heather and Tara filled out the form on behalf of the committee.</p> <p>The Partnership Racial Equity Task Force is planning to ask each committee to incorporate equity into their fact sheets. Measure what each committee is doing around equity. The conversation at the racial equity task force meeting focused on how do the committees stay accountable to the racial equity principles from the Partnership and how are committees applying them? More conversation is needed around equity in Communications and the other committees.</p>	<p>Heather will send another reminder to committee co-chairs to complete the fact sheets.</p> <p>Send the fact sheets to the Steering committee for review before posting online.</p> <p>Marissa will check in with Racial Equity Task Force members Jeff Howell and Mel Downey-Piper about sending the equity assessment information to committee co-chairs.</p>
<p>Announcements & Meeting Adjournment</p>	<p>Duke Clinical and Translational Science Award (CTSA) is conducting community member views of CTSA 4.0. They are still looking for feedback on the 13 different CTSA cores. It is an hour-long meeting and an hour to review a video and two-pager on the cores. Compensation is \$70 for two hours of time. Contact Eve Marion for more details.</p>	