

**Partnership for a Healthy Durham
Communications Committee**

July 6, 2021 @ 9:00am – Zoom/Virtual

Minutes

Facilitator: Angel Romero Ruiz

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

Meeting Outcomes:

- New Co-Chair Announcement
- Racial Equity Worksheet
- Identifying next project

Participants: Debra Duncan, Bria Miller, Angel Romero, Heather Mountz, Pam Purifoy

Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Welcome, Angel Romero	Angel welcomed everyone to the meeting.	
Review & Approve June Meeting Minutes, Heather Mountz	Heather Mountz shared her screen to show the minutes from June. No amendments recommended. No one offered to run as Co-Chair. Angel Romero stepped up and is the Co-Chair for the Communications Committee.	
Introduction of New Co-Chair, Angel Romero Ruiz	Angel introduced himself as the new Co-Chair of the Communications Committee. The second Co-Chair spot is still available. Angel has spoken with several people interested in being Co-Chair. They have some questions about what the role entails. We should have a second Co-Chair soon.	
Racial Equity Worksheet, All	Heather Mountz shared her screen to show the group what progress has been made on the racial equity worksheet. Developing feedback has been a challenge for this group. Angel described the process for the racial equity worksheet. They need to review the principles and how these would affect the Communications Committee, operating internally and externally. Angel suggested 2-way communication with the racial equity task force. Added that the materials must reflect the diversity of the community, ensuring that they are equitable. This applies to any materials being distributed amongst or outside of the Partnership. Debra Duncan suggested expanding the list share to distribute information to the entire the community, not just a small pocket of the community. She would like to share documents/events that occur in the community. City of Durham’s Neighborhood Improvement Services group	Angel will reach out to Tara for context on certain parts of the document (the study done by Duke). Angel is leaving the document open if anyone else wants to add additional information to the document.

	<p>hosted an event and surprisingly few people attended. Debra wants to make sure the information is shared with more service providers (vendors) and community members. Feels that community members did not show up because only 3 vendors were there, and they did not have notification about the event happening. Wants to expand our reach to a broader spectrum of community members. Also mentioned the need to make documents accessible. Pam Purifoy agreed with Debra's sentiments and is willing to distribute information to DSS.</p> <p>Angel described his process for dispersing event information. Knowing how many lists exists and who is responsible for sending the information could be helpful. Contact lists are not shared so that people's information is protected. Angel stressed the need to disperse the information to different groups to make sure we have a diverse reach. Other methods of communication are needed in addition to email.</p> <p>The Communications committee will do a better job of sharing information with each other. We want to distribute relevant information to a wide group of community members in Durham, improve internal equity, improve access, and remove barriers.</p> <p>Add that the Communications Committee would like to add additional members to the Partnership newsletter.</p>	
<p>Announcements & Meeting Adjournment</p>	<p>Heather-3rd annual community health lecture. Loretta Sweet Demonte- nationally recognized for engaging community relationships. She is the assoc. dean of diversity and inclusion.</p> <p>Debra- Alliance has a few seats open for mental health first aid. There are 125 virtual seats open and there are 10-20 available in person. They are trying to fill the virtual seats. They are trying to fill them by agencies first.</p>	<p>Tara will share this information with Bria. Bria will send this information to the rest of the group.</p> <p>Angel will keep everyone updated on the process of identifying another Co-Chair.</p>

**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.