

**Partnership for a Healthy Durham  
Communications Committee**

**October 5, 2021 @ 9:00am – Zoom/Virtual**

**Minutes**

**Facilitators: Katie Lipe & Angel Romero Ruiz**

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

**Meeting Outcomes:**

- Discuss plan to disseminate information from other committee meetings.
- Discuss communications survey for Partnership members to determine communications needs and goals for committees.
- External partner engagement.
- Provide feedback and ideas on Partnership newsletter.

<b>Present:</b> Katie Lipe, Bria Miller, Angel Romero, Debra Duncan, Pam Diggs, Armeneous Dobson III			
<b>Time</b>	<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations &amp; Action Steps</b>
<b>9:00 – 9:10</b>	<b>Welcome and ice breaker activity.</b>		
<b>9:10 – 9:15</b>	<b>Review &amp; approve September meeting minutes.</b> The minutes were reviewed. No amendments were recommended.		
<b>9:15 – 9:20</b>	<b>Information dissemination from other committees.</b> Angel would like to gather information from all the committees and compile it to share with all of the committees.  The Partnership Steering Committee discussed having Co-chairs report out what they are doing monthly and possibly share it in the monthly newsletter.		Pam suggested using the existing channels to get the information about the work of all committees out to the full Partnership and public.
<b>9:20 – 9:30</b>	<b>Communications survey for Partnership members.</b> <ul style="list-style-type: none"> <li>• Short and to the meat of the conversation (less than 10 questions)</li> <li>• Pam suggested synthesizing what we already know with what we don’t know.</li> <li>• Be sure to note that the survey is short and uses varied types of question/answer forms.</li> <li>• The main question is: how do we share information?</li> <li>• Consider our racial equity principles and engage people via multiple channels.</li> <li>• How can this committee help with engagement and centering community? Could help to get the word out about the Community</li> </ul>		Bria will send the committee the data collected in the survey from 2020.  Find out how others feel about the dissemination of information. We should consider allowing short answers and have a smaller group to review data.

	<p>Health Assessment and Community Health Improvement Plans. Is the audience engaged online, in social media, in paper? etc.</p> <ul style="list-style-type: none"> <li>• Bria reminded the group that we will really focus on the CHIPs in the coming months.</li> <li>• Armenous nominated Pam to lead the subcommittee dedicated to developing the survey and analyzing the data.</li> </ul>		Bria will add Armeneous to other lists in the Partnership.
<b>9:30 – 9:40</b>	<p><b>Update on external partners list and engagement with external partners.</b>  Angel shared the list already compiled. The purpose is that any time we have information to distribute outside of the Partnership, we can use this as a list to send the information, including the CHIPs planning.</p> <p>LATIN-19 has funding for interpretation, and this is something we should consider.</p>		Add the LGBTQ Center Add EI Futuro
<b>9:40 – 9:50</b>	<p><b>Feedback on Partnership newsletter.</b></p> <ul style="list-style-type: none"> <li>• Consider having a subcommittee that views the information we are sending out.</li> <li>• Use more bullet points with the important highlights.</li> <li>• Prioritize what should go first and what should go later. Put the COVID-19 resources higher up in the newsletter.</li> <li>• It was suggested that we do 2 newsletters per month. One with important information and another with “fun” stuff. We don’t have the capacity for that right now but maybe we can have the par-time Contractor work on it in the future.</li> <li>• May want to utilize the website more and add links that send people back to the Partnership.</li> <li>• Flu vaccine- there is a racial disparity with those who receive flu shots. Angel worked on a flyer that will be released soon.</li> </ul>		Asked that all members review the newsletter and provide feedback.
<b>9:50 – 10:00</b>	<p><b>Announcements and meeting adjournment.</b>  <b>Social media training is available November 2 at 9:00am.</b>  <b>October 13- Neal Middle School Vaccination information sharing session</b>  <b>October 23- Medication Takeback event at Russel’s Pharmacy</b></p>		Armeneous will send the information to Bria.
<b>Next Meeting: November 2, 2021 at 9:00 AM</b>			

**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.