

**Partnership for a Healthy Durham  
Communications Committee**

**March 1, 2022 @ 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:**

- Plan Durham County video on CHIPs
- Compile list of communications trainings.
- Create committee update process and form.
- Plan monthly announcement of committee meetings.

Present: Katie Stanley Lipe, Angel Romero, Bria Miller, Armenous Dobson III, Benay Hicks, Savannah Carrico, Pam Purifoy

Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	<p><b>Welcome and approve February meeting minutes.</b> The meeting minutes were approved.</p> <p>Mayor O’Neal approved the removal of mask mandates in Durham beginning March 7, 2022.</p> <p>This committee submitted their Community Health Improvement Plans (CHIPs) for feedback from the CHIPs Steering committee and Public Health staff. Bria will gather the feedback and send it to the co-chairs to review for the next meeting. Feedback already given includes explicitly stating equity, making sure materials are at a second grade reading level, and making information accessible for those with different abilities.</p>	<p>The end of mask mandates in Durham County begins March 7.</p> <p>This committee will discuss amendments to CHIPs at the next meeting.</p>	
9:05 – 9:20	<p><b>Brainstorm ideas for Durham County video on CHIPs.</b></p> <p>Katie Lipe shared an example of a Durham County video with the committee so participants can get an idea of what they can create.</p> <p>The committee would like to develop 90 seconds to three minutes video. The video will briefly show speakers and use “b-roll” images of the plans developed and the process. Due to all meeting being held virtually, there are not photos of the meetings. Members suggested using footage of the recorded kickoff meeting and photos of the documents. The intended audience is the general</p>		<p>Bria will reach out to the County and see if there is a formalized process for submitting a video.</p>

	<p>public. The committee prefers that Bria Miller and Marissa Mortiboy are the primary speakers in the video. The committee also plans to have the video translated to Spanish and add closed captions.</p> <p>Potential partners for the video include North Carolina Central University's film department, Duke's Social department, University of North Carolina at Chapel Hill's Communications department, Nonprofit Volunteer Center of the Triangle, and Janet Biediger. Each committee will submit two to three bullet points covering their plans.</p>		
<b>9:20 - 9:25</b>	<p><b>Brainstorm ideas for communications training sessions.</b></p> <p>There is interest in hosting training on social media, marketing, editing tools, and newsletters. Other suggestions include:</p> <ul style="list-style-type: none"> <li>• Canva</li> <li>• TikTok</li> </ul>	<p>Angel and Katie will reach out to others in their Communications networks (NC State).</p> <p>Angel will also find trainers for newsletters.</p>	<p>Andrea Cash- resource for training:  <a href="https://www.andreacashcreative.com/">https://www.andreacashcreative.com/</a></p>
<b>9:25 – 9:40</b>	<p><b>Discuss committee update process and form.</b></p> <p>The Google form Co-Chairs will complete monthly will include:</p> <ul style="list-style-type: none"> <li>• The name of committee, names of Co-Chairs, two to three things they have worked on and things they would like advertised on social media</li> <li>• Angel shared an outline in a Word document</li> </ul> <p>Committees can utilize a portion of meeting time to complete this form. The information can be uploaded and used in the monthly newsletter.</p> <p>Bria shared the Twitter and Facebook handles</p> <ul style="list-style-type: none"> <li>• @healthydurham on Instagram</li> <li>• Partnership for a Healthy Durham on Facebook</li> </ul> <p>The committee will discuss a social media plan in future meetings</p>		
<b>9:40 – 9:50</b>	<p><b>Discuss monthly announcement of committee meetings.</b></p> <p>Angel created a list of all the committee meetings with the times. It would be good to include this schedule with other reminders.</p> <p>Angel also shared a graphic that shows committee reports going out to list serves, Partnership Steering committee, social media, and news media (a flow of our different communication channels).</p> <p>All media outlets (newspapers, radio stations, etc.) have space to submit announcements.</p>	<p>Send announcements to WUNC.</p>	<p>We will be sure to send out the CHIPs and the process to the media.</p>
<b>9:50 - 10:00</b>	<p><b>Announcements and meeting adjournment.</b></p>		
<p><b>Next Meeting: Tuesday, April 5, 2022 at 9:00 AM</b></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.