

**Partnership for a Healthy Durham  
Communications Committee**

**February 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:**

- Finalize 2022-2024 CHIPs document.
- Finalize Results Statement.
- Develop ideas for CHIPs video.
- Make list of professional development/communications training workshop idea – schedule training session for committee.

| Present: Bria Miller, Katie Stanley Lipe, Angel Romero, Benay Hicks, Armenous Dobson, Kyle Smith, Savannah Carrico |   |   |   |
|--|---|---|---|
| Time   | Project/Topic/Goal  | Major Discussion Points                                 | Recommendations & Action Steps  |
| 9:00 – 9:05  | <p>Welcome and approve January meeting minutes.</p> <p>The minutes were approved.</p> <p>The Community Health Improvement Plans will be submitted to Bria by February 11. Bria explained the process for submitting the committees’ CHIPs which includes CHIPs being reviewed by the CHIPs Steering committee (including paid community members), submitting the documents to public health leadership, and then submitting health priority CHIPs to the State.</p> |   |   |
| 9:05 – 9:15  | <p><b>Final review of 2022-2024 CHIPs document.</b></p> <p>Angel reviewed the document that will be submitted. The components reflect conversations and input from committee members from previous meetings. Committee members discussed each section of the document to solidify consensus.</p>  | <p>Committee members agreed on final version CHIPs.</p> | <p>Andrea Cash- resource for training:<br/><a href="https://www.andreacashcreative.com/">https://www.andreacashcreative.com/</a></p> <p>The document will be sent to all committee members following the meeting today, February 1, 2022.</p> |

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| <p><b>9:15 - 9:30</b></p>                            | <p><b>Create Results Statement.</b></p> <p>The committee developed a results statement utilizing Jamboard. The tool can be accessed <a href="#">here</a>: Bria explained the components of the statement which includes the population or subpopulation being served, the geographic location, and the condition of well-being we seek to have in this area of health.</p> <p>Attendants added sticky notes to each slide to develop the components of the statement then had conversations to decide which elements should be included in the final statement.</p> <p>Savannah Carrico introduced herself as the Durham County Public Health Epidemiologist and can assist with tracking and capturing data and infographics. She also shared her contact information with the committee. <a href="mailto:scarrico@dconc.gov">scarrico@dconc.gov</a></p> | <p>The Communications result statement: Partnership members, stakeholders, and residents in Durham County understand the importance of health and wellbeing and have access to equitable communications resources.</p> |  |
| <p><b>9:30 – 9:40</b></p>                            | <p>Katie introduced the idea developing a video to highlight the Partnership’s work and share the CHIPs with community members. Film majors from local academic institutions would be helpful for this project. Katie shared a link with examples of videos. The committee would like to work on this project and have a video ready for sharing in the next three to four months.</p>  |  |  |
| <p><b>9:50 - 10:00</b></p>                           | <p>Duke Health is hosting a vaccine drive February 5<sup>th</sup>.</p> <p>Book Harvest is hiring an executive director.</p> <p>Masks are being distributed beginning today, February 1, at Durham Public Libraries. Each household is allowed two bags containing five masks.</p>   |  |  |
| <p><b>Next Meeting: March 1, 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.