

**Partnership for a Healthy Durham
Communications Committee**

April 5, 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:

- CHIPS process and DCo Video Update
- Review and approve committee update form
- Finalize timeline and rollout of annual communications survey

Present: Katie Lipe, Bria Miller, Armenous Dobson III, Debra Duncan, Benay Hicks			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	Welcome and approve March meeting minutes The meeting minutes were approved.		
9:05 – 9:15	Community Health Improvement Plans process and Durham County video update The group is interested in producing two videos: one longer video to post on YouTube and shorter clips of this video for social media use. We want to make sure the longer video streams on Durham Television Network.	Produce videos for YouTube, television, and social media.	
9:15 - 9:35	Edit and review committee update form and process for co-chairs The goal is to have more concrete and sharable updates on committee activities. Co-Chairs will submit the updates before Steering Committee meetings and this information will be used for the Partnership newsletter. Katie developed a Google form to capture the updates. It includes: <ul style="list-style-type: none"> • Name of committee • Name of Co-Chairs • Committee updates • Social media content the committee would like posted through the Partnership’s platforms (including pictures) 	Katie developed a Google form to capture committee updates. The committee will developed uniformed slides for Co-Chairs to present at Quarterly meetings.	Utilize QR codes to direct people to the Partnership website. Use TikTok to promote the Community Health Assessment by paying influencers to post the information from their accounts with large following.

	The committee will develop standard slides for Co-Chairs to place the information for Partnership Quarterly meeting updates.		
9:35 – 9:50	<p>Discuss timeline and rollout of annual communications survey</p> <p>The committee plans to launch the communications survey in July, after the elections. It is important to know how the Partnership’s communications are received and to learn what is and is not working.</p> <p>Katie shared her screen to begin working on the survey.</p> <p>Potential questions for the survey:</p> <ul style="list-style-type: none"> • The Partnership communicates effectively. Agree---disagree • How can the Communications committee better serve the communication needs of the committees? • How can the Communications committee better communicate information about the Partnership with community members? • Do you follow the Partnership on social media? (choose which platforms) • Is there a social media platform the Partnership should explore engaging? • The Partnership communicates equitably to meet the diverse need of the Durham community. Agree---disagree • I know where to access information about the Partnership. Agree---disagree • What is the best way to communicate with community members? Emails, social media, website, phone, face-to-face, newspaper, water bill <p>We want to be sure that our communication is equitable and that we are reaching those who do not utilize, or choose not to engage, on virtual platforms.</p>	The annual survey will launch in July.	The committee will continue refining these questions. The Co-Chairs will review responses from previous Communications surveys.
9:50 - 10:00	Announcements and meeting adjournment.		
Next Meeting: Tuesday, May 3, 2022 at 9:00 AM			

**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.