

**Partnership for a Healthy Durham  
Communications Committee**

**May 3, 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.

<b>Present:</b> Katie Lipe, Bria Miller, Angel Romero, Armenous Dobson, Heather Mountz, Debra Duncan			
<b>Time</b>	<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations &amp; Action Steps</b>
<b>9:00 – 9:05</b>	<b>Welcome and approve April meeting minutes.</b> The minutes were approved.		
<b>9:05 – 9:15</b>	<p><b>Provide feedback on listening session infographics.</b> Isa Granados, Partnership for a Healthy Durham Contractor, developed 2021 listening session infographics on the top health priorities in Durham. Katie shared her screen so the committee could review each of the infographics.</p> <p><b>Affordable Housing</b></p> <ul style="list-style-type: none"> <li>• What does “assistance with tasks” mean? Please add specific examples.</li> <li>• What is the yellow graphic above the wheelchair sign?</li> <li>• Capitalize the first word of all solutions.</li> </ul> <p><b>Obesity, Diabetes and Food Access</b></p> <ul style="list-style-type: none"> <li>• The text overlaps on the document.</li> <li>• Include a graphic more closely related to the topic.</li> <li>• Make the problems and solutions clearer. Use a similar format/more consistency on all the infographics.</li> <li>• Don’t use periods on any bullet point.</li> <li>• Make text smaller in the “what resources are available” section.</li> <li>• Add links to the resources listed.</li> <li>• Add Durham Network of Care to resources available. It is the Durham County database of many resources- food, housing, school, faith-based organizations, etc.</li> <li>• Use verbs to elicit a call to action.</li> </ul> <p><b>Mental Health</b></p> <ul style="list-style-type: none"> <li>• Under recommendations, change to “services”.</li> </ul>		<p>Bria will invite someone from Veteran’s Affairs to a Mental Health committee meeting or a Quarterly meeting.</p> <p>Include what population(s) participated in the listening sessions.</p> <p>Have a panel of folks from Alliance Health and Department of Health and Human Services to talk about changes with Medicaid and Behavioral Health changes coming December 1 at the next Quarterly Partnership meeting.</p> <p>Jennifer Meade, MPA Community Engagement Manager Community Health and Well-Being Alliance Health Phone: (919) 651-8833</p>

	<ul style="list-style-type: none"> <li>• Be more specific in the “residents believe mental health services are not addressing...” statement</li> <li>• The mental health committee needs representation from the Veterans Affairs offered</li> <li>• “Recommendations”- make the text the same size. Be clearer about what satellites</li> </ul> <p>Access to Care</p> <ul style="list-style-type: none"> <li>• Change background at the top so I doesn’t interfere with the text.</li> <li>• “While respondents appeared...” make this language clearer. Take “they are aware for some people” out. Separate into two separate sentences.</li> <li>• Correct the quotation at the top for correct grammar.</li> <li>• Change to “Is healthcare accessible?”</li> <li>• What about “in-person medication refills”</li> <li>• Be consistent with periods. Use periods with all of these.</li> <li>• Consider 988 number</li> <li>• Add colon after “...access to resources such as:”</li> </ul>		jmeade@AllianceHealthPlan.org
<b>9:15 - 9:35</b>	<p><b>Review communications survey questions.</b></p> <p>There was a directory survey administered in 2020. The committee can combine the last two surveys into one. This includes names, pronouns, role in the Partnership, organization, committees they participate in, and languages spoken other than English. This is an internal survey for the Partnership.</p> <p>There is also a Communications Information section</p> <ul style="list-style-type: none"> <li>• These are the questions the committee developed at a previous meeting that includes how well we currently communicate and the best ways to engage</li> <li>• This survey is exclusively in English because Partnership members are primarily English speaking.</li> <li>• There are also questions about the newsletter.</li> <li>• Add questions about what sections are most helpful.</li> <li>• Add options for “I don’t know”</li> </ul>	<p>We would like a draft of the survey by the next meeting in June.</p> <p>Add an additional question about equity. Also run the survey by the RETF and have them to provide feedback.</p>	<p>Can ask Savannah and John-Paul to help with these questions to make sure we capture the data we seek</p> <p>Katie wisl send a draft of the survey to the committee for review today.</p>
<b>9:35 – 9:50</b>	<p><b>Strategize communications ideas/priorities.</b></p> <p>Angel Romero developed a presentation on the strategies</p> <ul style="list-style-type: none"> <li>• External outreach strategies/increase awareness</li> <li>• Internal information flow and regular updates</li> <li>• Trainings</li> <li>• Recruitment of new members</li> <li>• Co-Chairs for next term</li> </ul>		
<b>9:50 - 10:00</b>	<p><b>Announcements and meeting adjournment.</b></p> <p><b>Creating Engaging Digital Content Training May 5 1:30pm-3:00pm ET</b></p>		

**Next Meeting: Tuesday, June 7, 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.