

**Partnership for a Healthy Durham
Communications Committee**

August 2, 2022 @ 9:00am – Zoom/Virtual

Minutes

Facilitator: Katie Lipe and Angel Romero Ruiz

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

Participants: Katie Lipe, Bria Miller, Angel Romero, Rubi Morales (El Centro Hispano), Krizia Santos (El Centro Hispano), Kimberly Moore (Durham Partnership for Children), Alecia Smith (Durham County Department of Public Health), Pam Purifoy (Department of Social Services), Kimberly Monroe (Duke Health), Reimari Ma, Debra Duncan			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	Welcome and approve July meeting minutes. Icebreaker question: what is your favorite summer activity? The minutes were approved.		
9:05 – 9:20	Update on communications priorities/feedback from committees. Angel updated the Communications committee slideshow based on feedback from the Steering committee. The committee is charged with internal information flow and regular updates and external information dissemination. The Communications committee takes updates from the committees and compile, edit, list highlights and action items, and upcoming meetings. These are distributed monthly. Consider setting a hard deadline in advance to ensure that we get timely updates. External communication channels include email listservs, websites, flyers, social media, and mass media. Email listservs include Working to Empower Spanish Speakers in the Triangle, InterNeighborhood Council, Partnership general list and committee lists, and Durham Disseminators/Communicators. Websites used are Partnership for a Healthy Durham and Partners’ websites (back links and share Partnership stories). Flyers will be distributed at health fairs, listening sessions, community surveys, national night out, food boxes at food banks, libraries, etc. Mass media outlets are also listed- newspapers and magazines, radio, and television. Add water bill newsletter.	Would like to get back to sending meeting reminders one week ahead of the meeting times.	Add communications@elcentronc.org

	We can use electronic community calendars. Kimberly Monroe will add announcements in her networks. 103.9 with Radio 1 has a community calendar where we can post evens for free.		
9:20 – 9:30	Discuss press release idea. Angel would like to do a press release naming the new Steering Committee members and the highlights of the Partnership over the last year. This allows us to highlight our work over the past year and the faces we have in leadership. If we write it, Alecia Smith with Durham County Department of Public Health needs to review it for approval. Katie and Angel will lead writing the press release and provide opportunities for committee members to participate via Google document.	Angel and Katie are drafting a press release.	Committee members will have opportunities to participate.
9:30 – 9:40	Discuss committee meeting reminder processes. Send the reminder one week in advance, even if the minutes and agenda are not prepared. This is also an opportunity to learn who will and won't be able to join meetings as well. Co-Chairs can finish the minutes and agendas later. Just send a reminder- if needed can send the agenda the day before.		Remind folks that they can add the meetings to their monthly calendar with the link through Zoom.
9:40 – 9:55	The survey went out last week and was shared with the full Partnership over email, in the newsletter, and Co-Chairs have been encouraged to share it in their committees. Trends in feedback so far: most people do not know that we have the newsletter and most folks do not follow the Partnership on social media. Include in August newsletter. Continue discussion on DCo video. We need to develop a script and get someone to shoot and edit the video. We will develop three bullet points of things we would like to share. North Carolina Central University and Duke have resources to develop a video. Duke Center of Documentary Studies. Armenous Dobson is planning to reach out to Duke and North Carolina Central University students to help with the video. The goal is to develop a two-to-three-minute video. Bria will see if we can use some funds to compensate students to work on this project from Community Health Assessment funds. There also needs to be an accountability piece. We should be selective with this process. If we pay someone, we have to establish contracts which takes time. If we use County funds, we have to go through a process. If we do this with no money involved, it is a very straight forward process.		
9:55 – 10:00	Announcements and adjourn.		

Next Meeting: Tuesday, September 6 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.