

Community Health Improvement Plan – 2022-2024

SECTION I.

COUNTY/DISTRICT HEALTH DEPARTMENT: Durham County Department of Public Health

CHA/CHNA YEAR: 2020

PRIORITY: Communications

HNC 2030 ALIGNMENT INDICATOR(S): Does not apply

SCORECARD URL (optional):

SECTION II	
Step 1: What quality of life conditions do you want for the children, adults, and families in your community?	<p>The Communications Committee wants to improve the overall health outcomes of the Durham Community by supporting the efforts of the four committees working on the top priorities determined by the Community Health Assessment in an equitable way.</p> <p>Results statement: Partnership members, stakeholders, and residents in Durham County understand the importance of health and wellbeing and have access to equitable communications resources</p>
Step 2: What does it look like when you achieve this result?	Helped connect the committees internally. Disseminated information about the Partnership’s work to external sources and the community in general.
Step 3: How can you measure these quality of life conditions?	Produce a monthly update about all committees’ work that is distributed internally and externally as well as an annual summary.
Step 4: How are you doing on the most important measures of this (these) condition(s) in our community?	Does not apply
Step 5: Who are the partners that have a role to play in doing better?	The members of our Communications Committee; the members of all the other committees; and our community and institutional partners.
Step 6: What works to do better, including no cost and low-cost ideas?	Clear, concise, and relevant communication via multiple free channels and platforms.
Step 7: What do you propose to do? In the section that follows, list and describe each strategy/intervention/action you plan to take.	

#	Strategy/Intervention/Action Name & Brief Description [this block expands]	Responsible Partners [this block expands]	Performance Measures: How much will you do? [this block expands]	Performance Measures How well will you do it? [this block expands]	Performance Measures Is anybody better off? [this block expands]	Level(s) of Intervention: <ul style="list-style-type: none"> • Individual • Organization • Agency • Institution • Policy
1	Develop annual survey to assess members' perceived engagement in the Partnership, awareness of other committees' work, and perceived barriers and successes to cross-committee representation	Communications Committee; Partnership Coordinator; Outside evaluator or analyst	Analyze responses and distribute results.	Success will be measured by thoughtful responses and ideas presented in the survey.	Our goal is to improve Partnership's inclusivity, equity, representativeness of the Durham community in our communications-related work	
2	Develop a list of partners who provide communications training (social media, marketing, editing tools, newsletters, etc.) to hold quarterly sessions for the Communications Committee.	Communications Committee	Solicit names of individuals who can provide training from our committee and outside resources.	Provide a post-training survey for participants to give feedback.	Our committee will be better equipped with knowledge on communications tools to clearly and effectively communicate the goals of the Partnership.	
3	Develop process and guidelines to help committees share stories and events on social media, newsletter, website, etc.	Communications Committee; Steering Committee	Solicit stories and events from other committees during monthly Steering Committee meetings.	Success will be measured by a clear and easy plan for committees to share stories with the Partnership coordinator and communications committee.	The entire Partnership and external partners will have a better understanding of the work the Partnership does	

4	Support Partnership Coordinator with social media efforts	Communications Committee; Steering Committee	Solicit social media content from other committees; tag other community accounts to boost engagement; set aside time during monthly meetings to create content.	Track social media analytics and engagement.	The Partnership along with external partners will be better informed and up-to-date on Partnership activities by sharing frequent updates on social media.	
5	Require committee Co-Chairs to provide monthly updates.	Communications committee; Steering Committee	Develop process for co-chairs of other committees to provide these updates to the Communications Committee.	Make monthly updates a standing agenda item and requirement.	The entire Partnership and external partners will have a better understanding of the work the Partnership does.	
6	Announce monthly committee meetings and quarterly meetings in advance to the community to increase participation and add new members.	Communications Committee; Partnership Coordinator	Utilize social media, the monthly newsletter and external partners distribution list to advertise the committee meetings and quarterly meetings.	Increased attendance at quarterly meetings and committee meetings.	If people are well-aware of the Partnership quarterly meetings and monthly committee meetings, there will be more engagement and potentially more representation from community stakeholders.	
7	Develop an annual one-pager about the Partnership for external distribution.	Communications Committee	Create a one-page overview of the Partnership with information on the purpose of the Partnership, details about each committee, and Community Health	The flyer will be broadly disseminated internally and externally.	Having an annual one-pager will allow for us to easily share information about the Partnership with interested individuals, guest speakers at the Quarterly meetings,	

			priorities addressed by the Partnership.		and other stakeholders.	
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SECTION III

Date of initial plan:

How/where is this plan shared publicly?

Who is responsible for updating this plan? (name/email/telephone)

Signatures of individuals and their affiliation who contributed to initial plan:

References:

¹ North Carolina Institute of Medicine. Healthy North Carolina 2030: A Path Toward Health. Morrisville, NC: North Carolina Institute of Medicine; 2020.

<http://nciom.org/wp-content/uploads/2020/01/HNC-REPORT-FINAL-Spread2.pdf>

² Friedman, M. (2015). Trying hard is not good enough: How to produce measurable improvements for customers and communities. Santa Fe, NM: Parse.

³ Friedman, M. (2015). Trying hard is not good enough: How to produce measurable improvements for customers and communities (p. 11) . Santa Fe, NM: Parse.