

**Partnership for a Healthy Durham  
Communications Committee**

**January 18<sup>th</sup>, 2023 @ 9:00am – Zoom/Virtual**

**AGENDA**

**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.

Present 36: Angel Romero, Katie Lipe, Cat De Montjoye (Duke Health), Bria Miller, Wendy Gantt (Alliance Health), Stani Sims (Community member), Joyce, Donnel, Aimee Izawa, Charlene Myers (Alliance Health), Morgan Medders (DCoPPH), Armenous Dobson III (Insight Human Services), Martha Gensemer-Ramirez (Iglesia Presbiteriana Emanuel, Durham Public Schools), Debbie Royster (Duke Health), Caitlin Georhas (Family Connects Durham), Rosalie Bocelli (Durham Parks and Rcs), Don Bradley (Duke Health), Cindi Haynes (Duke University), Joyce Warren (Bridging the Gap CDC), Aimee Izawa (Alliance Health), Kimberly Monroe (Duke Health), Rowena Mudiappa (Transformed Relationships- Relaciones Transformadas), Benay Hicks (Book Harvest), Natalie Thompson (DCoPH), Shekeya Brevard (DCoPH), Jan Williams (Durham CAN), Debra Duncan (Alliance Health), Debbie, Caitlin Georgas, Kat Combs (YMCA), Taylor Mary, Linda King, Greesha James, Manuel Hyman (Alliance Health), John Tallmadge (Bike Durham), Nadiah Porter, Cheryl Scott (DCoPH), Lynn Sale (Holy Infant Catholic Church), Rowena, K. Mason, Zuriyah Harris			
<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 introductions.</b>  Angel welcomed everyone to the meeting.		
<b>9:05 – 9:50</b> Cat De Montjoye, Marketing Manager, Duke Health	<p>Cat provided a live tutorial using Canva. The recording can be viewed here <a href="https://us02web.zoom.us/rec/share/TFsXGfnMcDNSSh2-0eHfhH4TdYNY8eiG2sIVWzSuvyGte0veQXCX7yWe8WBNdoE4.zIV3FIBFtpauQe-H?startTime=1674050639000">https://us02web.zoom.us/rec/share/TFsXGfnMcDNSSh2-0eHfhH4TdYNY8eiG2sIVWzSuvyGte0veQXCX7yWe8WBNdoE4.zIV3FIBFtpauQe-H?startTime=1674050639000</a></p> <p>Passcode: 0#?Uzv?&amp;</p> <p>Canva has helped to develop brands in a cohesive way. It creates brand consistency, brand efficiency, and brand efficacy.</p> <p>The landing page has elements like a search bar and templates for Instagram stories, brochures, flyers, presentations, and recipe cards. Canva is a graphic design platform with thousands of templates. The projects users create are saved to their account. There are free courses and events that serve as learning tools for the platform.</p> <p>Water marks are indicators that the element is for the Pro, or paid, version of the platform. If there are no watermarks, it is free. Users can enter a color</p>		

	<p>scheme and upload their own pictures or use pictures on Canva. Pulling pictures from the corner resizes pictures. Pulling them from the side cuts pictures.</p> <p>There are options to start from a blank page or with an existing template. Documents can be downloaded in multiple formats such as PDF, JPEG, and videos. If you would like to replicate a document, click the three dots in the top left corner of the design and select duplicate. From there, users can customize the document.</p> <p>Question: Does Canva have a large collection of graphics. Answer: Yes, Canva has lots of images available.</p> <p>You can be very specific in the search bar including the audience you want to reach with your campaign.</p>		
<p><b>9:50 – 10:00</b></p>	<p><b>Announcements and adjourn.</b></p> <p>There is a free over the counter medication giveaway this Saturday in Durham. Angel has sent this information out and will distribute it to the committee later.</p>		
<p><b>Next Meeting: Tuesday, February 7<sup>th</sup> at 9:00am</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.