

**Partnership for a Healthy Durham
Communications Committee**

December 6, 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.

Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05 Welcome, introductions and approve November meeting minutes.	The meeting minutes were approved.		
9:05 – 9:30 Update from the PANFA Committee. <i>Raina Bunnag Goldstein & Nasim Youssefi</i>	<p>Raina Bunnag Goldstein, Nasim Youssefi, and Kat Combs are the co-chairs of the Physical Activity, Nutrition, and Food Access committee. The committee has changed its name several times to reflect its primary focuses. It began as Obesity and Chronic Illness, then Obesity, Diabetes, and Food Access, and is now Physical Activity, Nutrition, and Food Access (PANFA). PANFA best describes the committee’s work and the Community Health Assessment Priorities.</p> <p>The School Meals workgroup’s overall goal is to increase school meal participation, improve awareness, and decrease stigma. More than half of Durham’s students qualify for free or reduced meals, making it the largest food security program. The workgroup has provided feedback on healthier and culturally appropriate menu choices, promoted free school meals during COVID, created resource sheets for families, and used grant funds for items school nutrition needed. Current and future projects include continuing the promotion of school meals, collaborating to provide food security resources to families, and assisting with efforts to gain feedback on meals from families.</p> <p>The Food Access workgroup raises awareness around food security issues and increase use of food security programs such as SNAP and WIC. They also support food distribution sites like food pantries. Past projects include holding a food access network support group that led to a WhatsApp group for food pantries to decrease food waste. The group also aided with planning the first</p>		The Food Access work group would like guidance on how to improve communication between pantries to decrease food waste.

	<p>World Hunger Day event in Durham to raise awareness around food insecurity. PANFA hosted a call-to-action table. Ongoing projects include seeking funding for Double Bucks program. This program allows lower income folks to purchase foods at a lower price. The workgroup will also purchase equipment for food pantries.</p> <p>The Physical Activity workgroup also has several initiatives. Much of their work is on Healthy Mile Trails. They will update signage on trails in 2023 to make them easier to notice and use. These trails are typically one-mile loops in neighborhoods who identified this as a need or desire. The group is working on "Traffic Calming Plans" to work on safety for walkers and bikers. Campaign efforts include Vision Zero and Tactical Urbanism.</p> <p>The committee also received funds through The Duke Endowment grant. The first year, 2021, the group received \$150,000 and received five additional funding. The grant will support the committee in operationalizing racial equity, centering community voice, shifting power, and implementing interventions especially for the most vulnerable populations. Anticipated outcomes include hiring a coordinator to accelerate the work, compensate community members for leading projects, and making policy and systems change.</p> <p>Questions for the Communications committee: How can PANFA reach community members? Answer: The Communications committee developed a presentation on this. This is a list called Durham Communicators that we can share information with. The Communications committee is also planning to send out press releases about what the Partnership is doing. There are also community-based meetings that community members can attend. These are good places to connect and recruit: PAC meetings, neighborhood councils, neighborhood meetings, and fairs. A website called Durham Hoods has neighborhood meeting information. The Inter-neighborhood Council is a good place to learn as well. Angel will look into other sources.</p> <p>How can the Communications committee help with The Duke Endowment grant?</p> <p>The focus of the Durham Health Summit is on food security. It would be helpful for churches to be involved in Community Cafes and to work with pantries on some of their challenges to keep up with the demand.</p> <p>The committee plans to include community leaders to plan Community Cafés and to host them in locations throughout the community. We also plan to offer options in Spanish.</p>		
<p>9:30 – 9:40 Discuss newsletter member spotlight.</p>	<p>The Communications Committee is featuring a Partnership member in each newsletter. If you have a suggestion or would like to nominate yourself, please</p>		

	let Katie and Angel Know. Pam Purifoy was nominated for next month's spotlight.		
9:40 – 9:50 Discuss Canva training session for next month.	The plan is to host a Canva training during the meeting in January. Canva is a free online digital design platform. Someone from Duke will offer a training on how to use the design platform as well as tips and tricks.		If you have specific questions for the Canva trainer, please submit them to Katie and Angel. Please also send training requests and speaker recommendations to Angel and Katie.
Next Meeting: TBD – Rescheduling January Meeting			

**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.