

**Partnership for a Healthy Durham
Communications Committee**

December 1, 2020 @ 9:00am – Zoom/Virtual

AGENDA

Facilitator: Heather Mountz & Tara Hsley

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

Meeting Outcomes:

- Member check-in – lessons learned in 2020
- Discuss membership directory next steps
- Determine follow up to needs assessment

Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	Introductions & Icebreaker <i>What are your takeaways from this year?</i>		
9:05 – 9:10	Review & Approve November Meeting Minutes		
9:10 – 9:30	Status update <i>1. Partnership Membership Directory Proposal – going to Steering Committee & what’s next</i> <i>2. Discuss cross-cutting themes of Communications needs assessments & next steps</i>		
9:40– 9:45	Announcements & Meeting Adjournment		
Next Meeting: January 5, 2021 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.