

**Partnership for a Healthy Durham
Communications Committee**

January 11, 2022 @ 9:00am – Zoom/Virtual

Minutes

Facilitators: Katie Lipe & Angel Romero Ruiz

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

Meeting Outcomes:

- Finalize 2022-2024 CHIPs document.
- Finalize Results Statement.

Present: Angel Romero, Katie Stanley Lipe, Bria Miller, Armenous Dobson, Kyle Smith, Pam Purifoy,			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	<p>Welcome and approve December meeting minutes. Katie Lipe shared her screen to show the minutes from December’s meeting. The minutes were approved.</p>		
9:05 – 9:25	<p>Review and approve 2022-2024 CHIPs document. Angel shared his screen to show the template with the information discussed at the last meetings. Angel took the feedback from the group and plugged it into the CHIPs document. The group will review the entire document and discuss the items to keep, add, or amend items.</p> <p>Step 1) 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 CHA in an equitable way.</p> <p>What does it look like when you achieve this result?</p> <p>Step three: How do you measure the effectiveness of the Communications committee’s work?</p> <p>Kyle Smith suggested that we add some form of measurement to assess the efficacy of the work. Angel would like to add some monthly and annual measures that can be used to assess the work. He is also changing the wording of the question to better fit the needs/subject of this group.</p>		

Armenous asked a clarifying question to see if we would have bullet points for each committee's updates. Katie discussed a simpler process where Co-Chairs will submit a Google form each month so every committee can easily share information. Another point is to be sure that this information is distributed to everyone- the newsletter was suggested as the tool to distribute this information.

There is also a list of Durham information disseminators in a document. This needs to be expanded upon. Every quarter, the Health Department Media person can send updates to the community.

Step four does not apply to this committee.

Step 5: Who are the partners that have a role to play in doing better?

- Members of the Communication Committee
- Members of all the other committees (Health and Housing, Access to Care, Mental Health, and Physical Activity, Nutrition, and Food Access)
- Our community and institutional partners
- Can also disseminate the information to the list of disseminators- determine how often and whose responsibility it will be.

Step 6: What works to do better

- Clear, concise, and relevant communication
- Via multiple free forms and platforms
- Bria also reminded the group that we have money for boosts that we can pay for.

Have a major news blast to the community when the CHIPs are completed.

The group viewed each item and evaluated it.

Next the group looked at strategies/interventions, responsible partners etc.

- 1) Develop annual survey to assess members' perceived engagement in the Partnership
- 2) Develop a list of partners who provide training relevant to communication tools (social media, Canva, etc.). Kyle Smith would like to add a post-training survey and use it to assess what committee/community partners would like to see more of (make it short)
- 3) Develop process and guideline to help committees share stories and events on social media, newsletter, website, etc.
- 4) Review social media platform engagement and explore creation of other social media accounts. Kyle is cautious with this one because of how time consuming content creation. Can we suggest that each committee and task force creates a social media post during each of their meetings? Or streamline it by using the updates from other committees to create monthly posts. This group can set aside time to plan social media posts potentially. We can change this to the Communication

	<p>committee will support the Partnership Coordinator in social media efforts. Could tag DCo DSS. Focus on tagging other accounts to increase engagement.</p> <p>5) Require committee Co-Chairs to provide monthly updates. This group will work to develop this process.</p>		
9:25-9:50	<p>Create Results Statement.</p> <p>The group did not get to this portion but Katie shared the Jamboard link so members can add to it to develop a results statement.</p>		
9:50 – 10:00	<p>Announcements and meeting adjournment.</p>		
<p>Next Meeting: February 1, 2022 at 9:00 AM</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.