

**Partnership for a Healthy Durham
Communications Committee**

June 7, 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.

Present: Katie Stanley Lipe, Angel Romero, Bria Miller, Pam Purifoy, Heather Mountz, Alex Jofriet (Duke Follow), Armenous Dobson III, Debra Duncan			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	<p>Welcome and approve May meeting minutes. Katie welcomed the group and participants introduced themselves. The minutes were approved.</p>		
9:05 – 9:15	<p>Review communications ideas/priorities (slideshow). Angel shared the Communications Committee presentation he prepared. The Communications strategies include distributing internal information and outreach strategies for external communication.</p> <p>Internal information includes monthly reports. Information will flow from the committees to the Communications Committee and Partnership Coordinator, then compile, edit, and list highlights to distribute to committees and the full Partnership. These highlights should also include the schedule of upcoming meetings, including quarterly meetings.</p> <p>A good deadline for committee updates may be Steering Committee meetings. On months when we have the Quarterly meetings, have the due dates in advance of that meeting. These updates can be distributed in the monthly newsletter and by Co-Chairs in the meeting reminders.</p> <p>External communication includes email and listservs, website, flyers, social media, and mass media. Listservs include Working to Empower Spanish Speakers in the Triangle (WEST), InterNeighborhood Council (INC), Parentship general list and committee lists, and Durham Disseminators and Communicators.</p>		<p>Angel will send the list of email and listservs to the Communications Committee for review and to add listservs.</p> <p>When developing materials, we can link the Partnership’s website.</p> <p>DCHIPP can also add Partnership flyers to their newsletter.</p> <p>Angel will add DCHIP to Durham Communicators and Disseminators list.</p>

	<p>This committee will also develop flyers for health fairs, listening sessions, community surveys, Community Health Worker outreach, and more.</p> <p>We can also share Partnership content on social media through Facebook, Instagram, LinkedIn, Twitter, YouTube, and others.</p> <p>Mass media outlets include: Newspapers- Herald Sun, News and Observer, Indy Weekly, The 9th Street Journal, Que Pasa, La Conexion Radio-WUNC, WNCU, La Ley, La Ke Buena, Radio 1 Television- UNC TV, Spectrum News 14, WRAL Channel 5 CBS, WTVD Ch. 11-ABS, WNCN Channel 17-NBC, WRAZ Channel 50-Fox</p>		
9:15 - 9:35	<p>Review communications survey draft in Survey Monkey. This should help us keep up to date information on the committee and help us to improve our communication efforts. Katie shared the survey draft with the committee for review.</p> <p>The committee will discuss a dissemination plan for the survey in the next meeting.</p>		<p>We will omit the phone option on question 15 (best ways for the Partnership to communicate).</p> <p>We will send this survey out in July.</p>
9:35 – 9:45	<p>Discuss Partnership flyer. Katie drafted a Partnership flyer that includes our mission, vision, a description of the Partnership and its committees/taskforces.</p>		<p>Katie will present to the flyer to the Steering committee as well for feedback.</p>
9:45 – 10:00	<p>Discuss co-chair nominations and elections. The committee agreed that they would like to keep Katie and Angel in their current roles as Co-Chairs. No one else was nominated.</p>		

Next Meeting: Tuesday, July 19, 2022 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.