

**Partnership for a Healthy Durham
Communications Committee**

March 7, 2023 @ 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.

Participants: Katie Lipe, Bria Miller, Pam Purifoy, Armenous Dobson, Kevin Ogbonna, Debra Duncan, Tanya Best (Mt. Calvary Church of Christ)			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:10	<p>Welcome and introductions. What are you looking forward to most in the spring? The meeting minutes are approved.</p>		
9:10-9:35	<p>Katie shared a presentation on “Plain Language for Public Health” resource guide. This resource was developed by Public Health Communications Collaborative. It talks about how to create content and test it. Plain language is defined as clear, accessible, and useful. It will help your audience find what they need, understand the information the first time they read or hear it, and use the information to meet their needs. Public health plain language is critical to people making good decisions about their health. It can help improve health literacy as well.</p> <p>Step 1: Prepare your communications</p> <ul style="list-style-type: none"> • Focus on your audience and understand their needs. Create simple, relevant, and engaging content. • Answer the following before you begin: who is my target audience? Is there a smaller group in my audience I need to address directly? What does my audience understand and believe about this topic? What questions might my target audience have about this topic? Where and when are they most likely to see this communication? What steps do I need to take to ensure my message is accessible? • Define your audience and goals: who is my target audience? What questions might they have? What do they already understand or need to know more about? <p>Step 2: Develop and organize your communications</p> <ul style="list-style-type: none"> • Create clear, audience-centered messaging and how to effectively organize your messages for different platforms. 		

	<ul style="list-style-type: none"> • Audience-centered writing- you will likely address community members differently than you would your public health colleagues. • Use short sentences with an active voice. • Use “you”. Writing in the second person makes your content more conversational and accessible. It helps the reader understand that you are sharing a message specifically to them. • User-friendly organization- include headings, bullet, and other formatting. BLUP- Bottom Line Up Front- it is important to have the most important information up front/at the top of the document. Even if they don’t read the document through the end, you may still achieve the goal of your messaging using this technique. <p>Step 3: Review and testing- whenever possible, testing your public health communication will help determine whether your audience can understand and engage with the content successfully. This can be done by a colleague who didn’t write the material or isn’t in the same department.</p> <ul style="list-style-type: none"> • User testing- test your materials with people in your target audience can help you confirm and add new or additional details to the internal feedback you received. • Test for the following- readability, accessibility, relevance, and reactions • Once you receive feedback from the target audience, make revisions, then test it on the target audience again. <p>The report also has resources.</p> <p>At the last Access to Care committee meeting, participants were reviewing the medical options brochure and pointed out the need to assess the document for readability.</p> <p>Angel shared an example of content developed to encourage people to get the flu vaccine and pointed out how they could improve the language used.</p>		
9:35 – 9:40	<p>Discuss email distribution issues</p> <p>Angel received a lot of bounce-back emails indicating that the message didn’t go through. Some are no longer at the organization listed, some bounced back for other reasons. Before the pandemic, the Partnership discussed a listserv option. Having a listserv could solve some of these problems. You can just click on that particular list of people and send emails to large quantity of people. People can subscribe and unsubscribe on their own.</p>	Bria can ask if the Health Department has the capacity to hold a listserv.	
9:40 – 9:50	<p>Discuss upcoming goals and priorities of the committee</p> <p>Pam expressed gratitude for everyone sharing the changes to the food allotment program.</p> <p>Having a communications resource center or having templates would be helpful for other committee co-chairs. Katie asked for ideas from the group.</p>		
9:50 – 10:00	<p>Announcements and adjourn</p>		

	<p>The Access to Care committee meeting has been rescheduled this month so that participants can go to the Durham and Wake Health Summit. It is rescheduled for March 15 9am-10am. We plan to have a training on changes to Medicaid.</p> <p>DSS is planning for some messaging prior to hunger awareness month (June). They go out and distribute bags of food to communities. They want to incorporate some farmers this time and include a recipe. When that gets started, Pam will let us know so we can share the information. March is Social Worker month. Child Abuse Awareness month is in April and Foster Care Awareness in in May.</p> <p>Tanya Best- founder of World Hunger Day Durham. This will be on Sunday, June 4th.</p>		
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Next Meeting: Tuesday, April 4th at 9:00am