

**Partnership for a Healthy Durham  
Communications Committee**

**April 4, 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.

Present: Katie Lipe, Bria Miller, Angel Romero, Keya Brevard (DCoPH), Alma Ortega (El Centro), Debra Duncan, Briana Parkins, Lelah Cox, Benay Hicks, Kimberly Monroe, Armenous Dobson			
<b>Time</b>	<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations &amp; Action Steps</b>
<b>9:00 – 9:15</b>	<p><b>Welcome, introductions and ice breaker.</b> If you had to pick a karaoke song, what would it be?</p> <p>The minutes were approved.</p>		
<b>9:15-9:50</b>	<p><b>Brainstorm and discuss questions for the 2023 Communications and Directory Survey.</b></p> <p>We are doing annual communications and directory surveys. We usually keep this survey open for about a month. Katie shared her screen to review the data from the 2022 survey, open from July to August 2022. We will keep doing the survey in July. We will have it prepared for the newsletter in June and July. It was also shared with individual committees and the Steering committee. A total of fifty people completed the survey last year. We will set a goal to have more people complete the survey this year.</p> <p>The first three questions were demographic questions: name and pronouns used We also asked about languages spoken, which committee(s) or taskforce(ss) they are a part of. We also asked about the efficacy of communication and equitable communications. We also asked about the awareness of the Partnership’s goals and priorities. A lot of people don’t follow us on social media (Facebook or Twitter).</p> <p>Participants selected the best ways the Partnership can communicate as emails, social media, website, face-to-face, newspaper, and radio, respectively.</p>		<p>Bria will add the button to subscribe to the newsletter.</p> <p>Add the link to subscribe to the newsletter to all of the meeting minutes in the announcements.</p> <p>Co-Chairs can also add the links to meeting reminders.</p> <p>Bria reached out to DCoPH’s Communications Director and asked about a listserv.</p> <p><b>Changes to survey questions:</b> Add: are you a Durham County resident? If not, where do you reside?</p> <p>Primary organization and website *add “if applicable”</p>

	<p>A member asked if there's a way to take the committee member contact lists and upload them to the newsletter listserv. We cannot add people without their consent.</p> <p>We can make the newsletter more visible and send the link to subscribe with meeting reminders and on agendas. This should be sent out regularly.</p> <p>Angel asked if the County has a listserv service. Bria will ask.</p> <p>Katie shared the questions from the last survey and asked how we would like to change the questions.</p>		<p>Secondary organization and website * add "if applicable"</p> <p>Add Racial Equity Task Force and NCCARE360 Task Force to committees and task forces you participate in.*wait until the name is finalized</p> <p>Add age ranges: 20-30, 30-40, 40-50, 50-60</p> <p>Under the Partnership newsletter question, if the person answers no, have a follow-up with a link to sign up for the newsletter.</p> <p>What sections of the newsletter are more useful: add member spotlight.</p>
<p><b>9:50 – 10:00</b></p>	<p><b>Announcements and adjourn.</b></p> <p>The next full Partnership meeting is Wednesday, April 12 12:00-1:30. We will have a presentation on the 2022 Durham Community Health Assessment</p> <p>There is a DEA Takeback event April 22, 2023. The event is 10am-2pm in the Ross parking lot on 15-501.</p>		
<p><b>Next Meeting: Tuesday, May 2<sup>nd</sup> at 9:00am</b></p>			