

**Partnership for a Healthy Durham
Communications Committee**

February 6, 2024 @ 9:00am – Zoom/Virtual

AGENDA

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.

Attendees: Debra Duncan, Krista Kicsak, A. Dobson, Reina Rodriguez-Jmes, Jess Bousquette, Pam Purifoy, Bria Miller, Catrina Lloyd

Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00-9:10	Welcome and introduction.		
9:10-9:20	<p>Debrief social media presentation from Bike Durham. Last month’s minutes, including the presentation summary were reviewed with no revisions.</p> <p>Katie requests feedback on last month’s Bike Durham presentation and ideas that the partnership can use.</p> <p>Discussion:</p> <ol style="list-style-type: none"> 1. Twitter/X usage is diminishing (at Duke) 2. Thoughts on Instagram for the partnership requested. <ol style="list-style-type: none"> a. Angel- recommends Hootsuite or another social media managing tool, instead of making posts one-by-one. Possibly invite someone with knowledge of these tools and can provide an overview. b. Bria- Leadership and Alicia Smith would need to be consulted before creating new social media accounts. There is a Google form for submission of updates. Katie will remind committee members. c. Jess- Canva allows design dimensions that can be catered to platforms like Instagram and Facebook 		<ul style="list-style-type: none"> • Recommend a Hootsuite expert • There is a Google form for submission of updates. Katie will remind committee members. • Deeper dive into Instagram discussion for next meeting
9:20-9:25	<p>Updates on Partnership website redesign and Steering Committee survey.</p> <p>Committee members are asked for input on the website redesign.</p> <p>Krista- Requests general recommendations for ease of access and example website suggestions. The process will take 2-3 months.</p>		<ul style="list-style-type: none"> • From chat: Jess- We had an ACEs Communications Fellow a few summers ago that helped us think through website accessibility and

	<p>Website and survey link in the chat.</p> <p>https://healthydurham.org/</p>		<p>trauma-informed communication. I can send her presentation on that if helpful</p>
<p>9:25-9:35</p>	<p>Distribution of Access to Care Brochure – Discuss and decide on the distribution channels for the brochure aimed at informing uninsured and underinsured individuals about available healthcare resources.</p> <p>Angel discusses use and purpose of the Access to Care brochure.</p> <ol style="list-style-type: none"> 1. Who should receive it? Professionals who work directly with patients 2. Availability- digital version on partnership website; How should it be distributed? newsletter, social media, 3. Intended for use in Durham only 4. Will be translated into Spanish <p>Debra- Alliance would find it useful (75-80% of staff statewide would utilize it in some way). It was received electronically last year, made into a permanent post and distributed to Care Coordinators. Paper copies are not expected as it can be printed as needed.</p>		<ul style="list-style-type: none"> • Link to current version on website requested • Older version is hidden in a subcategory under resources. It would be better to move it to the resources folder, not a subcategory • Identify team leads at the Health Dept who should receive the brochure (managers of CHWs, Nutritionists, etc.) • From chat: Debra- Many documents like this are discussed during our Mental Health First Aid training. It can be added to my electronic document of community resources for each of the counties we served as well.
<p>9:35-9:45</p>	<p>Discuss CHA submission/public comment period. One-pagers for each section?</p> <p>Bria- The CHA will be posted in March. The public comment period will be open for one month. The process can change from previous years and suggestions are welcome. Previous survey received several responses with feedback.</p> <p>Angel- Would like to see it distributed as widely as possible. Some options are the Durham Communicators list and the Inter-neighborhood Council.</p> <p>Katie- Suggestions: Write a blurb about what the CHA is and who participated. Duke Health Summit is scheduled for March and there may be an opportunity to spotlight the CHA. Could the committee assist with summaries (one-pagers) for each section.</p>		<ul style="list-style-type: none"> • CHA is a DCO and Duke joint effort and Duke needs to receive it. • Include Duke internal departments, like the office of Durham and Community Affairs • County PR/Communications person should distribute • Reach out to Kimberly Monroe who is chairing the Health Summit planning committee. Bria will also be a

	<p>Angel- Summaries are provided every year and some print copies are distributed. He would be willing to summarize one chapter but does not want to overcommit.</p> <p>Bria explained that the Executive Summaries are provided every year that focus on health priorities. It may be helpful to provide brief overviews of the 15 chapters, highlighting the newly included sections on Environmental Justice and LGBT+ issues.</p>		<p>facilitator for a breakout session.</p> <ul style="list-style-type: none"> • Invite assistance from the partnership- • Creative ideas, like infographics and videos. Also 15-30 year olds are using YouTube more. • Establish a timeline for completion • Add to future meeting agenda for discussion
9:45-9:50	<p>Review schedule for newsletter updates/spotlight.</p> <p>Angel- Emails from NCCU are bouncing back.</p> <p>Catrina/Jess- Were advised of issues with a cyberattack on campus and limited email/systems access</p>		
9:50-10:00am	Announcements and adjourn.		

Next meeting: Tuesday, March 5, 2024 at 9am via Zoom.