



Partnership for a  
Healthy Durham

# COMMUNICATIONS COMMITTEE



## **Overall Goal**

*The members of the Partnership, along with stakeholders and residents in Durham County, recognize the significance of health and wellbeing. They have access to clear and inclusive communication resources and are well-informed about the priorities of the Partnership*



# Share health-related information with partner organizations as well as Durham Community members in an equitable way



Share the top community health priorities in a clear, concise, and equitable way to reach larger audiences

Expand the list of external partners, Durham Communicators, who work to disseminate health information. Create a shareable list



Update one-pagers for each committee and the overall Partnership annually

Share information in multiple languages and formats to ensure it is equitably reaching all stakeholders



Create social media templates on Canva for committees to easily add/update information for posts

Launch an Instagram or LinkedIn account (share meeting updates, meeting announcements/reminders, video updates from committees, etc.)



Equip Durham community members with the health information they need to achieve the health outcomes they desire



Share the top community health priorities in a clear, concise, and equitable way to reach larger audiences

Increase the Partnership's communications reach through social media, printed resources, newsletters, etc



Promote the use of platforms like NCCARE360 to connect health and human service organizations and refer cases securely

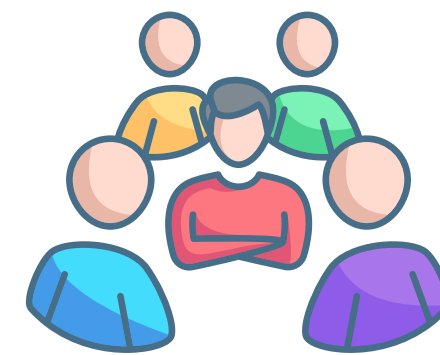
Strategize social media campaigns around health priorities. Use hashtags and tag partner organizations



Post highlights from prior community health assessments

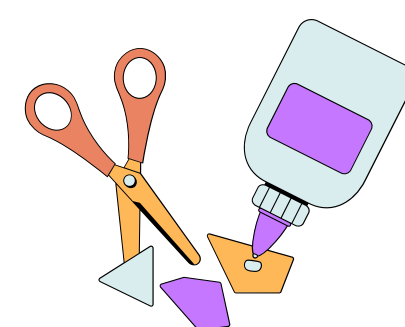
# Improve communications strategies within Partnership committees to ensure that activities, goals, and priorities are being communicated

Gather information on partner organizations' and community members' perceptions of the Partnership's communications strategies through an annual communications survey



Measure social media analytics, website visits, newsletter clicks, and opens.

Work with each committee to develop communications resources and strategies. Develop processes for committees to share updates, create social media content, and disseminate information about their specific health area



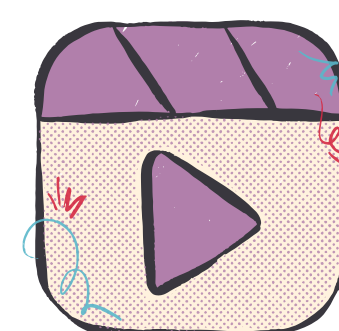
Recruit additional communications professionals and enthusiasts to join the communications committee and build bandwidth

Create social media templates on Canva for committees to easily add/update information for posts



Shadow committees on a rotating basis to help create a communications plan and content

Promote the Partnership's 20th anniversary through a communications campaign. Develop video content, social media posts, and newsletter content



Post highlights and accomplishments from each committee.