

**Partnership for a Healthy Durham  
Communications Committee**

**October 29, 2024 @ 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.

<b>Present:</b> Krista Kicsak, Katie Lipe, Bria Miller, Angel Romero, Armenous Dobson, Pam Purifoy, Debra Duncan			
<b>Time</b>	<b>Project/Topic/Goal</b>	<b>Major Discussion Points</b>	<b>Recommendations &amp; Action Steps</b>
<b>9:00-9:10</b>	<p><b>Welcome and introductions.</b></p> <p>Early voting is available until Saturday at 3:00. Election Day is next Tuesday, November 5.</p> <p>The meeting minutes are approved.</p>		
	<p><b>Review Community Health Improvement Plan (CHIPs) graphics if time</b></p> <p>Krista is creating basic graphics for each committee and will create one document to overview all of the CHIPs. Krista shared her screen to show the Communications CHIPs document. Page one has the results statement and the three target areas. After that is the objectives and strategies.</p> <p>We want to post the CHIPs on social media, have them to print, and for the website.</p> <p>Krista asked for the group’s feedback. So far they like what they see. It will be easier for people to grasp. It makes you want to actually stop and read. They are very visually appealing.</p>		
<b>9:10-9:40</b>	<p><b>Timeline for completing CHIPs goals.</b></p> <p>Katie shared her screen to show he Communications CHIP.</p> <p>Objective 1- share health-related information with partner organizations as well as Durham community members in an equitable way.</p> <ul style="list-style-type: none"> <li>• Most of this will be on an ongoing basis.</li> </ul>		

	<ul style="list-style-type: none"> <li>• For the one-pagers, set a date. It would be good to do this at the beginning of each fiscal year, around September or October. Have it finalized by October.</li> <li>• We need to identify organizations and individuals who can translate in languages other than Spanish.</li> <li>• We can also add descriptions of pictures to make it more equitable/accessible. Maybe this committee can go through a page at a time to review the website and documents to add captions.</li> <li>• Create a Partnership Canva account and share with each co-chare to develop graphics that can be shared and posted.</li> <li>• Several people suggest adding Instagram before LinkedIn since IG can be linked to the Facebook account.</li> </ul> <p>Objective 2- Equip Durham community members with the health information they need to achieve the health outcomes they desire.</p> <ul style="list-style-type: none"> <li>• All ongoing</li> </ul> <p>Objective 3- improve communications strategies with Partnership committees to ensure that activities, goals, and priorities are being communicated.</p> <ul style="list-style-type: none"> <li>• Annual communications survey- do this at the beginning of 2025. Encourage committees to take time during the icebreaker for people to fill it out. Finalize the survey in January and push it out in February.</li> <li>• Review analytics at the end of June and report to the Steering Committee.</li> <li>• Check in with committees to see if there is information to highlight quarterly.</li> </ul>		
<p><b>9:40-9:50</b></p>	<p><b>Questions for Partnership video.</b></p> <p>Would like to have questions finalized within the next two weeks.</p> <ol style="list-style-type: none"> <li>1. How have you seen the Partnership evolve in the past 20 years? (especially Gayle Harris)</li> <li>2. What does a healthy Durham mean to you?</li> <li>3. What are the greatest accomplishments you are most proud of?</li> <li>4. Where do you see the Partnership going in the next 20 years?</li> <li>5. What event or initiative do you remember the most?</li> <li>6. What does a healthy Durham look like to you?</li> </ol>		
<p><b>9:50-9:55</b></p>	<p><b>Communications/Directory Survey.</b></p>		
<p><b>9:55-10:00</b></p>	<p><b>Announcements and adjourn.</b></p> <p>Consider having an in-person meeting in December. We can make it a potluck.</p>		
<p><b>Next meeting: December 3, 2024</b></p>			