

**Partnership for a Healthy Durham
Communications Committee**

March 5, 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.

Attendees: Krista Kicsak, A. Dobson, Benay Hicks, Debra Dolan, Vanessa Real Williams, Rubi Morales, Kimberly Monroe, Pam Purifoy, Bria Miller, Catrina Lloyd,

| Time | Project/Topic/Goal | Major Discussion Points | Recommendations & Action Steps |
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| 9:00-9:10 | <p>Welcome and introductions.</p> <p>Reviewed February minutes. No changes from the committee.</p> | | |
| 9:10-9:25 | <p>Discuss upcoming communications training sessions from Bike Durham and DCO.</p> <p>Katie asked the committee for ideas about content planning for social media. She suggested tools, like Hootsuite and reminded everyone of the strategies from the Bike Durham presentation.</p> <p>Kimberly asked about repurposing past content, rather than recreating successful content. For example, the AACT+ coalition had a discussion about repurposing content used during COVID. She also suggested using a mix of content types.</p> <p>Katie shared a training opportunity on Microsoft Clip Champ and Canva Pro from the Health Dept.’s DINE.</p> <p>Katie shared a video example that was produced with those two tools. The video gave helpful gardening tips with video, still images, simple graphics, and headings.</p> <p>Kimberly asked Katie to send the video, which she thought would be helpful with her youth ministry as an object lesson.</p> <p>Angel expressed an interest in Clip Champ. He uses similar apps, like Adobe images. Katie also wondered if Canva Pro is needed or if some of the features are available with a standard account.</p> <p>Katie shared a link to the video in the chat. https://www.youtube.com/watch?v=EDIS9C8KH4Q</p> | <p>The 2nd part of the presentation will be in April.</p> | <p>*Send the DINE video to the committee.</p> |

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| 9:25-9:40 | <p>Discuss community listening sessions in April-May (brainstorm questions related to the top health priorities that can be posed to participants, recruit volunteers).</p> <p>Katie shared the volunteer registration link for the Partnership’s upcoming seven Community Listening Sessions and Town Hall meeting.</p> <p>Catrina explained that locations are being decided based on the availability that volunteers indicate in the registration form. Some of the sessions will be focused on the top health priorities, while others will target residents throughout Durham, and one will focus on those experiencing housing insecurity. There will be different, accessible locations, and she will seek support from the city’s Community Engagement Specialists and the Community Resource Unit of the DPD.</p> <p>Angel suggested promoting the sessions through the Inter-neighborhood Council and PAC meetings (five PACs). There is a City of Durham website with the meeting schedules.</p> <p>Kimberly will connect Catrina with the Interdenominational Ministerial Alliance. She agreed that the PACs are also a great audience.</p> <p>Krista wanted to know if student volunteers- like Prof. Bradley’s class that attended a recent Housing committee meeting- would be helpful. Catrina mentioned that there are several volunteers signed up to facilitate, but note takers and greeters are also needed.</p> <p>Katie introduced the discussion of suggested questions for the Listening Sessions and asked if committee members had participated.</p> <p>Angel participated in sessions with the Spanish speaking committee. He found most attendees were female.</p> <p>Kimberly also found that most participants were women and suggested places like the Community Men’s Breakfast.</p> <p>Catrina thought that was helpful, because she will be working with unhoused individuals, and the group will likely be of one gender.</p> <p>Krista offered to reach out to Jeff Ford who joins the PANFA meetings.</p> <p>Catrina shared her email address in the chat and requested email introductions to key contacts. calloyd@dconc.gov</p> | | |

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| <p>9:40-9:50</p> | <p>Discuss summaries of CHA sections/priorities.</p> <p>Angel introduced the discussion.</p> <p>Bria listed the chapter titles in the chat and explained that ideas are needed of how to make the content of the Community Health Assessment (CHA) more “digestible” in formats like infographics and videos.</p> <ol style="list-style-type: none"> 1. Introduction 2. Community Priorities 3. Community Profile 4. Determinants of Health 5. Health Promotion 6. Chronic Disease 7. Reproductive Health 8. Communicable Disease 9. Injury and Violence 10. Oral Health 11. Environmental Health and Climate Change 12. Environmental Justice 13. Older Adults & Adults with Disabilities 14. LGBTQ+ Issues 15. COVID-19 <p>Angel thinks next month’s training will be helpful to the process.</p> <p>Kimberly suggested students help create videos and the Arts Council for suggestions. Angel previously worked with Duke students on a similar project. He also suggested high school students, like the School of Arts students.</p> <p>Krista suggested engaging other Partnership committees. Kimberly recalled students who worked with the Mental Health Committee to create “Strange Things” themed videos.</p> <p>Catrina requested a timeframe for completing the project. Bria said that it is elective, not required, so the committee can decide the timeline. The CHA will be released for review on March 18th. Angel suggested May-June, before school ends. Kimberly wants to consider the Partnership 20-year anniversary. She thinks the project could extend to the fall semester to give groups more time. She suggested Nneena Freelon who could do an artistic piece.</p> <p>Krista suggested all videos about the health priorities being done around the same time (July/Aug).</p> | | <p>Outreach:</p> <ul style="list-style-type: none"> • Angel- Universities • Krista- DPS, Parks & Rec • Kimberly- Arts Council • Katrina- Emily K Center, Dasan Ahanu (Missy Lane’s) |

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| | <p>Catrina wondered if consent would be needed for high school students regarding the subjects of the CHA. But she thought the top five health priorities may be more appropriate. She also suggested the Emily K Center, which already has a consent process for students. Kimberly agreed.</p> <p>Debra mentioned the Alliance Becoming project with students discussing mental health and having to give her consent for her daughter to participate. The videos were played during the trailers at movie theaters. It was a good opportunity for her child, who was able to use it as community service. She offered to connect Katrina with Brandon, who led the project.</p> | | |
| <p>9:50-10:00am</p> | <p>Announcements and adjourn.</p> <ol style="list-style-type: none"> 1. Thursday March 14th, Gina Upchurch will present to the Access to Care Committee 2. Aging Well Durham is updating 2019 Master Aging Plan. Vanessa invites community participation. | | |
| <p>Next meeting: Tuesday, April 2, 2024 at 9am via Zoom.</p> | | | |