

**Partnership for a Healthy Durham  
Communications Committee**

**March 4, 2025 @ 2:00pm – 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.

| <b>Present:</b> Katie Lipe (Duke), Bria Miller (DCoDPH), Krista Kicsak (DCoDPH), Angel Romero (Duke Health), Maria Sanchez (El Centro Hispano), Edeia Lynch (DCoDPH), Ashley Bass-Mitchell (Alliance Health) |   |                                |   |
|--|---|--------------------------------|---|
| <b>Time</b>  | <b>Project/Topic/Goal</b>   | <b>Major Discussion Points</b> | <b>Recommendations &amp; Action Steps</b> |
| <b>Katie Lipe</b>  | <b>Welcome and introductions.</b>   |                                |   |
| <b>Edeia Lynch and Angel Romero</b>  | <p><b>Collaboration with Access to Care for a communication plan</b></p> <p>There is a strategy to recruit existing mobile units for health-related outreach events. The committee created a list of the mobile units.</p> <p>Advocate for more employers to employ SOAR workers.</p> <p>A Duke University evaluation class is helping the committee to develop evaluation tools.</p> <p>They are also creating brochures and working to disseminate these materials. They are also working to translate documents into other languages in addition to English and Spanish.</p> <p>CHW networking event- Access to Care is supporting the work of the CHW roundtable. They share resources and updates on upcoming community events. Access to Care is supporting the planning of the CHW networking event and Duke is providing funds for the space.</p> <p>From Communications- what is your committee currently doing to communicate these events and what support do you need?</p> <ul style="list-style-type: none"><li>• For the CHW events, social media may work. Strategic outreach is important for this, as they are specifically trying to reach CHWs.</li><li>• Could we take pictures at the CHW event and put them in the newsletter?</li><li>• Connect with groups employing CHWs and publicize the events there.</li></ul> |                                |   |

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|   | <ul style="list-style-type: none"> <li>Michelle Benham is the Senior Director for Communications in the office that is organizing the health summits. <a href="mailto:Michelle.benham@duke.edu">Michelle.benham@duke.edu</a><br/><a href="https://community.duke.edu/michelle-benham/">https://community.duke.edu/michelle-benham/</a></li> <li>Let's be mindful about how we describe CHWs and their work. Have a reporter to interview CHWs</li> <li>Committee members are disappointed in what the County is doing in publicizing events. They would like the PIO to share the Partnership's events more broadly.</li> <li>Communications wants to know what events are happening and what releases need to be prepared for.</li> <li>Ask Alecia how she can get information to local media. Ask her what information we can share with her, what language she needs, etc.</li> <li>Would like to share the mini summits through DCoDPH networks and the County.</li> <li>The Communications committee can create a communication form- includes what the event is, when is it, where is it, intended audience, where it should be shared, at what level, etc.</li> <li>If someone has an event and would like to share it via El Centro, Maria can share it! They can also translate it into Spanish. Maria's contact information- MARIA SANCHEZ-<br/>masanchez@elcentronc.org Mobile-984-895-9295</li> <li>If it is helpful Durham Community Collaborative currently has a Social media specialist managing our social media and we are happy to share information on our site or in the email as this gets sorted out- Ashley Bass Mitchell Durham Collaborative Instagram - @durhamcollab my email -<br/>abassmitchell@alliancehealthplan.org</li> </ul> |  |  |
| All   | <b>Meeting time</b><br>This meeting will move to the first Monday at 3pm  |  |  |
| All   | <b>Considering starting an Instagram account</b><br>We would need to notify Alecia of the change, notify our follower, and establish an account. We don't have many pictures and videos. This would be more of an ask from committees to take pictures and videos.  |  |  |
|   | <b>Announcements and adjourn.</b>   |  |  |
| <b>Next meeting: Monday, April 7 at 3pm</b> |   |  |  |