

**Partnership for a Healthy Durham
Communications Committee**

May 7, 2024 @ 9:00am – Zoom/Virtual

MINUTES

Facilitator: Charene Reiss

Communications: The purpose of the committee is to improve the Partnership’s external communications, internal communications and branding.

Time	Major Discussion Points	Recommendations & Action Steps
9:00-9:10	Welcome and introductions.	
9:10-9:50	<p>Community Health Improvement Plan (CHIPs) Discussion.</p> <p>Krista Kicsak explained that the CHIPs are the committee’s strategic plan or roadmap for work they plan to do for 2025-2027. To begin this process, the results statement, or overall goal, of the previous CHIPs, which covered 2022-2024, was shared: “Partnership members, stakeholders, and residents in Durham County understand the importance of health and wellbeing and have access to equitable communications resources”. Following the results statement are objectives, which are then broken down into specific strategies or actions for the committee to do. Bria Miller shared her screen to walk through the CHIPs PDF for everyone to see.</p> <p>The group used Jamboard to discuss what worked, what didn’t work, and issues that hindered CHIPs from being accomplished. After this was done, Charlene Reiss facilitated the group in working to create a new results statement. The group discussed the target audience for the Communications Committee, focusing on both internal and external factors. They agreed that the primary audience would be the Durham County community, with potential inclusion of other partners or partners outside of Durham County. Charlene suggested brainstorming without limiting the audience to consider all potential stakeholders. The group discussed the need for increased outreach to the Hispanic community and other underserved groups. They considered strategies to engage with businesses, policy makers, and health agencies to affect change. Katie Lype suggested the Communications Committee could play a larger role in promoting the results of the community health assessment. Charlene asked committee members to consider who they could influence with their work, and to note their ideas on the Jamboard or verbally.</p>	<p>Krista will share the links to the previous CHIPs (Community Health Improvement Plans) and the Jam Board with the team.</p> <p>Savannah Carrico, epidemiologist with the county, will send the presentation materials on the data from the Community Health Assessment to Katie and Angel, who will then distribute it to the rest of the committee.</p>

	The group decided to continue refining the result statement in future meetings and to use data from the community health assessment to inform their work.	
9:50-10:00am	Announcements and adjourn.	