

**Partnership for a Healthy Durham
Communications Committee**

June 4, 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.

Present: Charlene Reiss, Bria Miller, Kimberly Monroe, Krista Kicsak, Anger Romero, Katie Lipe, Pam Purifoy, Armenous Dobson, Emma Creech (Duke Interns), Brianna Williams (Duke Fellows), Rubi Morales, Debra Duncan			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00-9:10	Welcome and introductions. Katie and Angel welcomed participants of the meeting.		
9:10-9:50	Community Health Improvement Plan (CHIPs) Discussion. The committee aims to solidify a results statement today. The CHIPs are what the committee plans to do and accomplish over the next three years. Later, they will look at partners, objectives, and strategies. Krista shared the Communications CHIPs Jamboard link https://jamboard.google.com/d/1RXa8-Sq28A9sAatNBtgWKIEvmsRSyEtlvYkDM4T1jzg/viewer?f=10 They reviewed the progress made during the meeting last week. The committee also brainstormed the audiences for the committee’s work. There is a mix of individuals, organizations, and people who impact the larger systems (local, state, and federal). They reviewed the current results statement before working on a new statement. Attendees were asked to consider what change they wanted to affect and who their audiences are and determine if there’s anything they would like to change. When this committee started, one of the main goals was to connect health and human services to each other and provide a way for them to communicate more easily. That was before we had NCCARE360. Since the platform is here and there are Durham County organizations using it, Angel would like to add something about encouraging the use of NCCARE360 in a n equitable manor.		

	<p>Also considering how people access the information, the languages used, utilizing simple language in public health.</p> <p>It is important to highlight success stories. Be mindful of where we get these stories. The committee used to do editorials for the local newsletter.</p> <p>We also want to be realistic about the capacity of this committee. Be aware of what we have the ability to track and control.</p> <p>If we do outreach to the media, that gets tricky. Most of us are not authorized to do media releases. We need to be aware of whoa can send that and from what address.</p> <p>FILL IN JAMBOARD RESULTS</p>		
<p>9:50-10:00am</p>	<p>Announcements and adjourn.</p>		
<p>Next meeting: Tuesday, July 2, 2024 at 9am via Zoom.</p>			