

**Partnership for a Healthy Durham  
Communications Committee**

**July 9<sup>th</sup>, 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.

Time	Major Discussion Points	Recommendations & Action Steps
<b>9:00-9:10</b> <i>Co Chairs</i>	<b>Welcome and introductions.</b>	
<b>9:10-9:50</b> <i>Krista Kicsak</i>	<p><b>Community Health Improvement Plan (CHIPs) Discussion.</b></p> <p>The group continued working towards a results statement for the 2025-2027 CHIPs and came up with:</p> <p>“The members of the partnership, along with stakeholders and residents in Durham County, recognize the significance of health and wellbeing. They have access to clear and inclusive communication resources and are well-informed about the priorities of the Partnership”.</p> <p>The group continued working on Jamboard, this time identifying what they would like to measure in order to deem what success is for the communications committee. This included:</p> <ul style="list-style-type: none"> <li>• Social media analytics</li> <li>• Attendance of meetings</li> <li>• Clicks and opens of Partnership Post (the monthly newsletter)</li> <li>• Results from the annual communication survey</li> <li>• Number of materials disseminated in the community</li> <li>• Amount of resources created for those with vision difficulties</li> <li>• Sharing information in different formats, such as printed, electronic, radio, etc.</li> <li>• Comparing the Partnership’s performance with similar coalitions in the state</li> <li>• Reaching outlets that are accessed by various demographic groups and communities in Durham</li> </ul> <p>Krista Kicsak shared an overview of what else the CHIPs need and how the group will get there, which requires creating two to three objectives and then strategies. Objectives are longer term and broad ways of achieving the results statement,</p>	

	while strategies are specific actions, usually shorter term, in order to achieve the respective objective.	
<b>9:50-10:00am</b>	<p><b>Announcements</b></p> <p>In-person CHIPs sessions will occur over the next month. They are:</p> <ol style="list-style-type: none"> <li>1. Tuesday, July 16<sup>th</sup> from 10am-12pm at Foster Street Coffee</li> <li>2. Tuesday, July 30<sup>th</sup> from 10am-12pm at Bean Traders.</li> </ol> <p>Attendance at these is <b>not mandatory</b> and the purpose is to provide more time for each committee to work on the CHIPs with one another.</p>	