

**Partnership for a Healthy Durham  
Communications Committee**

**August 6, 2024 @ 9:00am – 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> Krista Kicsak, Bria Miller, Karin Szymanski, Angel Romero Ruiz, Alecia Smith, Nakiya Smith (NC Counts), Maria Sanchez (El Centro Hispano), Kia Brevard		
<b>Time</b>	<b>Project/Topic/Goal</b>	<b>Recommendations &amp; Action Steps</b>
<b>9:00-9:10</b>	<b>Welcome and introductions.</b>	
<b>9:10-9:50</b>	<p><b>Community Health Improvement Plan (CHIPs) Discussion. Strategies and objectives.</b></p> <p><b>Results statement</b> – The members of the Partnership along with stakeholders and residents in Durham County, recognize the significance of health and wellbeing. To have access to clear and inclusive communication resources and are well informed about the priorities of the partnerships.</p> <p>The group reviewed the work from previous meetings to determine strategies for the CHIPs.</p> <p><b>Discussion for Objective #2</b>  <b>Empower Durham community members to get the health-related information they need to achieve the health status they desire.</b></p> <ul style="list-style-type: none"> <li>• The group suggested changing the word <i>empower</i>, due to community feedback and lessons learned from various trainings attended. The group discussed possible word replacements, including <i>equip</i>.</li> <li>• It was suggested that the group be more specific on how this objective is brought to the community so they can be successful in this effort</li> </ul>	<p>Equip Durham community members with the health information they need to achieve the health outcomes they desire.</p>

- The word *equity* or *equitable* has come up but what do these words actually mean? The group discussed this and possible word changes

**Discussion for Strategy #1**

Develop communications around community health priorities to ensure that information is being shared in a clear, concise, and equitable way.

- The group discussed the word *ensure* –
  - Is this something that can be measured? How will the group communicate the health priorities to the public? Does this mean developing toolkits or just a general communications plan?
- The group suggested adding another strategy to speak to equitable communication – such as having materials available in multiple languages etc.
- Questions to keep in mind for all strategies:  
Is the goal for the community or other partners? For toolkits, who is the target audience?

**Strategy #2**

Gather information on partner organizations’ and community members’ perceptions of the Partnership’s communications strategies through an annual communications survey

- The group supported this strategy as is

**Discussion for Strategy #3**

Improve the Partnership’s communications reach through social media, printed resources, newsletters, etc.

- The group questioned if the word should be *improve* or *increase*
  - Increase is the right word to use, but this still needs a measure; how much to increase? Or does the group want to reach a target demographic?
- Angel recapped the need to be aware of the tasks the team adds as the Partnership is the one doing the work. It is important to focus on who

The group needs to return to this conversation at a future point

the target audience is and how this can be successful given the Partnership's capacity

**Strategy #4**

Measure social media analytics, website visits, newsletter clicks, and opens.

- The group approved this strategy

**Strategy #5**

Work with each committee to develop communications resources and strategies. Develop processes for committees to share updates, create social media content, and disseminate information about their specific health area.

- The group approved this strategy

**Discussion for Strategy #6**

Update a list of external partners who work to disseminate health information.

- Change *update* to *update AND share*
- Who is Partnership information shared with? Durham communicators has been the target, which is not a large list, but keeping it up to date is important.
- Add to this strategy: *create a shareable list*
- Angel would like to possibly expand this strategy.
  - Should this list be shared widely or kept to a smaller group? It will be important not to spam those on the other end of these communications.
  - A suggestion was having an 'opt in' or 'opt out' option on whatever list is used

**Discussion on how to get committee member input prior to deadline -**

strategies are due to Bria and Krista by Monday, August 12, 2024

- Angel suggested that edits from today be applied and requested a tight deadline for feedback on the rest of the strategies that were not reviewed.

Add to strategy– create a shareable list  
Suggestion from group to change update to update and share.

Katie and Angel will distribute to committee for feedback.

Create this in a Google doc for easy access for all.  
Review timeline – deadline will be 3-4 days.

<b>9:50-10:00am</b>	<b>Announcements and adjourn.</b>	
<b>Next meeting: Tuesday, September 3, 2024, at 9am via Zoom.</b>		