

**Partnership for a Healthy Durham
Communications Committee**

September 7, 2021 @ 9:00am – Zoom/Virtual

Minutes

Facilitators: Katie Lipe & Angel Romero Ruiz

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

Meeting Outcomes:

- Ideas for guest speakers to provide professional development and training opportunities.
- Update committee on external partners directory list.
- Prioritize projects for the committee to complete.

Participants: Katie Lipe, Bria Miller, Angel Romero, Debra Duncan, Armenous Dobson III, Benay Hicks, Kyle Smith, Eve Marion			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
Welcome & Icebreaker 9:00 – 9:05	Share one fall activity you look forward to.		
Review & Approve August Meeting Minutes 9:05 – 9:10	Benay Hicks was in attendance although not listed.		Katie Lipe will update the agenda to include Benay Hicks.
Social Media Training and Professional Development/Guest Speakers 9:10 – 9:20	<p>The committee agreed to host a social media training during August’s meeting. Katie reached out to a colleague at Duke who specializes in social media and tracking data and analytics. She offered to provide a professional development training at the meeting in November. Katie asked what specific social media areas/topics the group would like to cover.</p> <p>Kyle Smith suggested covering social media best practices and the best ways to reach our audience. Armenous suggested training on how to utilize social media to reach students and other targeted demographics. Angel would like time saving tips for those posting on multiple social media platforms. Katie suggested letting other committees know that we will offer this training so others can benefit from the information. We should publicize the event widely. Bria suggested a flyer and sharing it in the monthly newsletter. Debra Duncan will post on Durham Network of Care.</p>	<p>A communications specialist from Duke will provide a training on social media.</p> <p>The committee will publicize the training to the overall Partnership so that others can attend.</p>	<p>Benay Hicks would like a Durham County representative to speak on how general community members can engage the County and have their voices heard. Angel suggested having someone from the City of Durham as well.</p> <p>Bria will invite Rod to the next overall Partnership meeting.</p>

	<p>Angel suggested introductory lessons on how to use communication platforms like Mailchimp. This could be targeted for community-based and nonprofit organizations.</p> <p>Armeneous would like to hear Department of Public Health Director, Rod Jenkins, speak on the state COVID cases in Durham in comparison to the state and where we are with the Delta variant.</p>		
<p>Update on External Partners Directory List 9:20 – 9:25</p>	<p>The goal is to compile a list of who is managing listservs in Durham. Angel asked the committee members to send any contacts that should be added to the document. This list will be used to improve our reach when making announcements to the community.</p>		<p>Angel will send the external partners directory list to Bria and the rest of the group. The committee will add names and create a good master list.</p>
<p>Discuss Project Priorities 9:25 – 9:40</p>	<p>At the last meeting, the committee discussed 2018-2021 Community Health Improvement Plans. Th group would like to utilize the photos taken by a professional photographer and need more information about the process.</p> <p>One of the goals is to recruit more members who have a communications background/role. We could also try to recruit those who come to meetings to speak.</p> <p>Armeneous requested clarity on what this group means by making improvements with disseminating partner information. Bria brought up thee expressed need to share information between committees and for members to stay updated. There are also plans to use social media to share information about community partners.</p>		<p>Bria will connect with Katie and Angel to find out if there is a way to share all of the photos.</p> <p>Angel suggested putting together key topics discussed by each committee so that it can be shared. It would be helpful for the Communications Committee to receive the minutes from other committee meetings. The group will re-visit this topic and create a more tangible plan.</p>
<p>Announcements & Meeting Adjournment 9:40 – 9:50</p>	<p>Bria requested that everyone sends in announcement for Partnership newsletter</p> <p>Alliance has several trainings coming up. Debra will send the link for those trainings to the group.</p>		<p>Bria will add Katie to the listserv for the Partnership newsletter.</p> <p>Ksmith@insightnc.org</p>
<p>Next Meeting: October 5, 2021 at 9:00 AM</p>			

**Partnership for a Healthy Durham Communications Committee
2018-2021 Action Plan Goals and Objectives**

GOAL 1: Internal Communication – or – Partnership members know about all committees’ activities (and know how to support them).

- OBJECTIVE #1: Implement in-person cross-committee representation at committee meetings to ensure each Partnership member is updated on all committee activities
- OBJECTIVE #2: Serve as technical assistance for other Partnership committees by 1) sharing stories and events from committees with public via multiple outlets and 2) reviewing and providing feedback on materials created by other committees

GOAL 2: External engagement/communication with the community – or – the community knows who the Partnership is and what we do

- OBJECTIVE #1: Assess Partnership membership directory to determine sectors and demographics represented in order to identify gaps.