

**Partnership for a Healthy Durham
Communications Committee**

July 12, 2022 @ 9:00am – Zoom/Virtual

Minutes

Facilitator: Katie Lipe

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

Participants: Katie Stanley Lipe, Armenous Dobson, Bria Miller, Debra Duncan, Benay Hicks			
Time	Project/Topic/Goal	Major Discussion Points	Recommendations & Action Steps
9:00 – 9:05	Welcome and approve June meeting minutes. The minutes were approved.		
9:05 – 9:10	Review final Partnership flyer. Katie shared her screen to show the Partnership flyer she developed and edited according to people’s feedback. She added a QR code that directs people to the Partnership website. She also changed the wording to hundreds of members.	<ul style="list-style-type: none"> • Katie Lipe updated the flyer. • We will get the flyer approved, then post it. 	Bria will get this approved by Alecia Smith, Public Health Communications and Public Relations Manager. After approval, we will put it on the home page of the website and the newsletter.
9:10 - 9:15	Discuss Communications Survey dissemination. Katie also shared her screen to show the Partnership Communications and Directory survey. As suggested by the Steering committee, she changed one of the selection options to make it more visible. https://www.surveymonkey.com/r/9G5JMZG Dissemination plan <ul style="list-style-type: none"> • Announce and launch the survey in the Quarterly Partnership meeting. Keep it open for one month. • Encourage the co-chairs to distribute the surveys to their committees. • Include the survey in July’s newsletter. • The survey will be open July 20-August 20 	<ul style="list-style-type: none"> • Announce and launch the survey at the Quarterly meeting. • Keep the survey open for one month. 	Encourage co-chairs to share the survey with committee members.
9:15 – 9:25	Review ideas for DCo video. <ul style="list-style-type: none"> • We discussed making a video on the CHIPs process for the video • Potential partners for the video are college or university students. • Ideas- quick overview of the Partnership, name committees, brief of the CHIPs process and highlights 		Armenous will connect with a local college or university to get in contact with students to help with this media project.

	<ul style="list-style-type: none"> • The committee will create a storyboard at the next meeting. • Playlist of past Durham County videos- https://www.youtube.com/playlist?list=PLfYjpxKxVJ0EFu2G7dBV_iTCS_TuQmAj8g • There are normally only a couple of people speaking on each video. We can create graphics, do voiceovers, etc. • Bria will present this idea to Alecia Smith and discuss this idea/process with her. • After we develop the points, we can write a script. Benay Hicks is willing to edit the video. 		Debra Duncan will reach out to the Communications Department at her workplace for guidance.
9:25 – 9:30	Announcements and adjourn.		
Next Meeting: Tuesday, August 2 at 9:00 AM			

**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.