

# GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

## Communications Committee Meeting Minutes

Tuesday, December 1, 2020 | 11:00 AM to 12:00 PM

*Teleconference*

*Italicized: GCACH Board Member*

ATTENDANCE	
Committee Members	Joyce Newsom Kendra Palomarez Madelyn Carlson ( <i>Chair</i> )
	Norma Soto Penny Bell Rhonda Hauff Sandra Suarez Viktoriya Broyan
GCACH Staff	Brissa Perez Carol Moser
	Chelsea Chapman Lauren Noble Wes Luckey Diane Halo
Guests	None
WELCOME & INTRODUCTIONS	
Welcome & Introductions (Madelyn Carlson)	Madelyn Carlson, Committee Chair, facilitated introductions. Quorum was met with five (5) members present at the convening.
MEETING MINUTES	
November 2020 Meeting Minutes (Madelyn Carlson)	Madelyn reviewed the November 2020 GCACH Communications Committee meeting minutes. ✓ <b>MOTION:</b> Kendra Palomarez moved to approve the November 2020 GCACH Communications Committee meeting minutes. Seconded by Viktoriya Broyan. Motion passed.  No further comments or questions.
DISCUSSION ITEMS	
Cope, Calm, Care Resilience Campaign Update	Diane Halo, GCACH Project Manager, provided an update on the Cope, Calm, Care campaign. GCACH has proceeded with hiring Field Group for \$400k as previously discussed. A meeting is scheduled to meet with Field Group this week.  We are still in phase 1, which targets BH providers. Catholic Charities has implemented in the training in one school, which has been successful and well received. We are in the process of

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	<p>planning a training schedule for the school districts in our area (which includes 16,000 students in our nine-county region). Dr. Mauseth is going to present/train the school counselors for ESD 105 on the 12/7. We are hoping ESD 123 will be able to participate as well. Diane is currently working with Chris of Catholic Charities to map the area for targeted implementation.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> <li>• Moving forward quickly, great to hear.</li> </ul> <p>No further comments or questions.</p>
<p>COVID Test Site Update</p>	<p>Lauren Noble, Marketing Manager, provided an update on the COVID test site in Pasco, Washington. GCACH has contracted with Benton Franklin Health District (BFHD) to market the test site. Traffic is increasing, but that means the numbers are increasing in our area. Due to high demand, hours have increased to seven days a week. Last week GCACH received data that showed the number of tests administered were between 600-800 tests per day. The max was determined to be 500, so significantly over capacity.</p> <p>Another ad was released on television last week with the focus on social distancing, masking, and getting the time of testing down. The first ad is still running. Splitting media 50/50 as both ads are very relevant. We heard feedback on confusion on where test site was located, so ads were posted on social media to remedy this confusion (e.g. animated map). Another change was the shift from appointment to registration on the language on the website.</p> <p>Overall we are getting good feedback on advertisement, there has been some negative feedback on social media, but that is to be expected.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> <li>• Insight into negative feedback – folks not wanting people to get tested as it increases positive cases.</li> <li>• Note that symptoms are not required for getting tested.</li> <li>• Language in advertising focusing on masking, social distancing, and education on when to get tested. (Does not include language around self-isolation). Madelyn highlighted the need to self-isolate and be as safe as we can.</li> <li>• Lauren noted that extending the contract with BFHD is being discussed internally.</li> <li>• Carol mentioned the Yakima test site and asked if Madelyn had seen any ads regarding their local test site, to which she had not. Madelyn shared information on their rate increases.</li> <li>• Discussion of the new app that enables individuals to be notified if they have been in the vicinity of someone who is positive.</li> </ul> <p>No further comments or questions.</p>

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<p>Yakima Masking Communications Campaign Round 2</p>	<p>Lauren Noble, Marketing Manager, provided an update on the second round of the Yakima Masking Communications campaign. As numbers are rising, it was suggested to continue this campaign. The amount of \$25k was been approved by the Board for this campaign.</p> <p>This round will look a little different. The Spanish ads are already created so the only thing needed is to purchase media spots. However, we need to create an English ad. Lauren asked the committee if there are any individuals to they'd recommend for GCACH to interview for these ads. She added that highlighting influential committee members was the strategy for the Benton Franklin campaign (e.g. Ruben Alvarado, Camilla (Walmart cashier), the Pasco Mayor, and more). Lauren would need around 6-7 individuals. Recommendations included:</p> <ul style="list-style-type: none"> <li>• Darlene Darnell with Catholic Charities</li> <li>• *Fire Department or Police Chief</li> <li>• Sharon Miracle of Yakima Valley Community Foundation</li> <li>• *Johnathan Smith - Yakima County of Economic Development (serves on several boards, very active force)</li> <li>• Service industry – YVMH (Carole Peet), YNHS, YVFWC</li> <li>• Dr. Maxine Janis from Yakama Nation</li> <li>• Larry Jecha from Yakima County Health District</li> <li>• *Carlos Olivares</li> </ul> <p><b>ACTION: *Madelyn to send over contact information to Lauren.</b></p> <p>For the first round Spanish ads, the theme was Lucha Libre. Lauren asked the committee if there is a theme they'd want to consider for the English ads.</p> <ul style="list-style-type: none"> <li>• Madelyn noted that the notion around masking up now and opening up sooner resonated with her.</li> <li>• Lauren noted the current ads around "be a lifesaver and saved a loved one".</li> <li>• Madelyn inquired what the Yakima County Health District would recommend.</li> <li>• Kendra noted that given comments on social media by the anti-maskers, it's difficult to identify what will convince them to do otherwise.</li> <li>• Penny seconded that we need to know what is happening in that county to know how to communicate to them.</li> </ul> <p><b>ACTION: Lauren to reach out to Yakima County Health District to get insight on what the messaging should be.</b></p> <p>The specific details and timeline have not been solidified, but the goal is to get these ads live before the new year.</p> <p>No further comments or questions.</p>
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**ADJOURNMENT**

Adjournment	<p>Meeting adjourned at 11:50am. Minutes taken by Chelsea Chapman.</p> <p>Recap of Motions</p> <ul style="list-style-type: none"><li>• <b>November 2020 meeting minutes</b></li></ul> <p>Recap of Action Items:</p> <ul style="list-style-type: none"><li>• <b>Madelyn to send over contact information to Lauren.</b></li><li>• <b>Lauren to reach out to Yakima County Health District to get insight on what the messaging should be re: Yakima masking communications campaign.</b></li></ul>
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