

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes

Tuesday, October 6, 2020 | 11:00 AM to 12:00 PM

Teleconference ONLY

Voting (✓): Majority Present
 Italicized: GCACH Board Member

ATTENDANCE	
Committee Members	Joyce Newsom <i>Kendra Palomarez</i> <i>Madelyn Carlson (Chair)</i>
	Norma Soto Penny Bell <i>Rhonda Hauff</i>
	<i>Sandra Suarez</i> Viktoriya Broyan
GCACH Staff	Becky Kolln Carol Moser
	Chelsea Chapman Lauren Noble
Wes Luckey	
Guests	None
WELCOME & INTRODUCTIONS	
Welcome & Introductions (Madelyn Carlson)	Madelyn Carlson, Committee Chair, facilitated the meeting. There were five (5) members present (or calling in) to the meeting.
MEETING MINUTES	
August 2020 Meeting Minutes (Madelyn Carlson)	Madelyn reviewed the August 2020 (in place of September meeting) GCACH Communications Committee meeting minutes. ✓ MOTION: Rhonda Hauff moved to approve the August 2020 GCACH Communications Committee meeting minutes. Seconded by Penny Bell. Motion passed. No further comments or questions.
DISCUSSION ITEMS	
COVID-19 Test Site Marketing Campaign (Lauren/Carol)	Lauren and Carol provided information on the COVID-19 Test Site Marketing Campaign. Wes shared data with respect to positive cases. Lauren shared that the group that reviewed the masking communications campaign also reviewed the content in Spanish. The campaign is be a lifesaver/save a life. Within budget, there is a landing page for the test site. That should be coming out within the next couple weeks. This will be similar

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	<p>to the landing page for the Community Resilience Campaign. Lauren hopes to share more with the group on that next month.</p> <p>Carol touched on the value of having the group that reviewed the language has prompted ideas around gathering a diversity committee and utilizing these valuable voices to pressure test and review the work we are doing. Madelyn noted that it is critical to have the voice of the diverse populations that we have to make sure it is resonating well with everyone; however, that is incorporated, whether it is a subcommittee, or a part of the Communications Committee, it is essential.</p> <p>Lauren asked the group for their feedback/thoughts before advertisements are posted, which will be running until the end of the year. She mentioned the media vendor providing the list of links as a means to compile a toolkit for easier and wider sharing.</p> <p>No further comments or questions.</p>
<p>Community Resilience Campaign (Lauren/Carol)</p>	<p>Lauren provided an update on the Community Resilience Campaign. This included an overview of the results from the survey launched to ascertain the needs that have increased as a result of the pandemic.</p> <p>Lauren asked the group that based on the results of the survey, how should the campaign be adapted?</p> <p>There was a comment on the low response rate. Joyce suggested using the Diversity Summit as a mechanism for gaining responses. Could add survey to event organizer’s follow-up email. Comment about that audience being business focused, but it might be interesting to see how the results would differ. Rhonda feels these results are reflective of what is happening. Comment to make requirement in contract. Comment on sending to Hispanic Chamber of Commerce.</p> <p>Carol reminded the group the intent of circling back with the Board in October and partnering with Dr. Mauseth (expert on BH and Disaster) on how to shape Community Resilience Campaign based on these results and during this period of disillusionment. Discussion around bringing her in too soon.</p> <p>Comment around the concern around increase in evictions that may occur. This is an area that we need to be aware of and be prepared to consider how to provide support. Discussion around state vs. federal moratorium.</p> <p>The Committee feels that this is aligned closely with what other surveys and data has demonstrated, as well as what we feel is actually happening with a good representation of different sectors responding.</p>

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	<p>GCACH intends on bringing a draft plan to the October Board meeting as well as work with Dr. Mauseth on her participation. Staff will send to the committee within the next week.</p> <p>Staff is also in the process of hiring a Community Engagement Specialist and hope to have that person hired by the end of the month. This person will be taking over the campaign and carrying it forward.</p>
<p>Sponsorship Request (Carol)</p>	<p>Carol shared her role in the Inclusion Council (a subcommittee of the MyTri2030 vision work for the region). The Tri-City Regional Chamber of Commerce is hosting a Diversity Summit in October and has applied for an event sponsorship of \$5,000 (gold sponsor). Discussion around what is included for the gold sponsorship.</p> <p>Lauren confirmed the remaining budget is \$22,700.</p> <p>✓ MOTION: Rhonda Hauff moved to approve the Tri-City Regional Chamber of Commerce event sponsorship application for \$5,000 for the Diversity Summit. Seconded by Penny Bell. Motion passed.</p> <p>Madelyn suggested sending out to stakeholders/committee as this is a great event to attend considering all that is going on in the region.</p> <p>Carol asked if Rhonda has seen the masking communications ads in Yakima. Rhonda confirmed.</p>
ADJOURNMENT	
<p>Adjournment</p>	<p>Meeting adjourned at 11:45am. Minutes taken by Chelsea Chapman.</p> <p>Recap of Motions</p> <ul style="list-style-type: none"> ✓ August 2020 Minutes ✓ Tri-City Regional Chamber of Commerce event sponsorship application for \$5,000 for the Diversity Summit <p>Recap of GCACH Next Steps:</p> <ul style="list-style-type: none"> • Update on landing page for COVID test site at November meeting • Consider moving forward with Diversity Committee/Subcommittee • Develop draft CRC plan and send to the Communications Committee prior to the October Board meeting

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