

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes

Tuesday, January 5, 2021 | 11:00 AM to 12:00 PM

Teleconference

Number of Members: 8

Quorum: 5

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	Carol Moser Chelsea Chapman
	Diane Halo Lauren Noble
Wes Luckey	
Guests	None
WELCOME & INTRODUCTIONS	
Welcome & Introductions (Madelyn Carlson)	Madelyn Carlson, Committee Chair, facilitated introductions. There were six (6) members present at the convening.
MEETING MINUTES	
December 2020 Meeting Minutes (Madelyn Carlson)	Madelyn reviewed the December 2020 GCACH Communications Committee meeting minutes. ✓ MOTION: Viktoriya Broyan moved to approve the December 2020 GCACH Communications Committee meeting minutes. Seconded by Kendra Palomarez. Motion passed. No further comments or questions.
DISCUSSION ITEMS	
Laliik 2020 Sponsorship Request (Lauren Noble)	Lauren Noble, Marketing Manager, reviewed the sponsorship request for the 4 th Annual Laliik Run at Rattlesnake Mountain Preserve. This event is accessible to everyone and was sponsored by GCACH last year. The total event budget is \$9,000 but they are requesting \$5,000. Questions and comments from the committee included:

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	<ul style="list-style-type: none"> • Ambiguity with the state of the pandemic in November 2021 and risk with sponsoring events that potentially spread COVID or go against CDC guidelines. Recommendation to add stipulation that they would have support from LHJ for this event. "Funding is contingent on proof of approval from the LHJ". Another recommendation that be a policy statement for anything we support as a blanket statement. • Result of the last run that occurred in November 2020. There was not participation (about 150 individuals) but they did have safety protocols in place and omitted regular elements in marathons like water stations. ACTION: Find out if event had been endorsed by LHJ. • Confirmation that event recipients receive funding upon signature of form (i.e. shortly after approval from the committee). Event planners typically need funding early to be successful, but the health district cannot approve anything this early. We do not know what will happen with the pandemic in the coming months, as there are a lot of variables that might be difficult to track. We want to support them, but need to be cognizant when using public dollars. It is not in our best interest to support something that may not be good for our community. • Emphasis on endorsement by LHJ and that it is the event planner's responsibility to be creative, not GCACH. Suggestion to earmark money and revisit in July with their status and contingency plans if things aren't improving with respect to the pandemic. We reserve the right to not release funds dependent on plan and conditions of the pandemic. <p>✓ MOTION: Sandra Suarez moved to approve the sponsorship request as presented with the contingency to review in July and decide based on the type of event. Seconded by Kendra Palomarez. Motion passed.</p> <p>Sandra commented to ensure the money is earmarked so it is not spent on something else.</p> <p>✓ MOTION: Rhonda Hauff moved to update the GCACH Event Sponsorship Policy with language regarding release of funds is contingent on proof of support from LHJ regarding its impact (or lack thereof) on the current state of COVID-19. Seconded by Sandra Suarez. Motion passed.</p> <p>No further comments or questions.</p> <p>ACTION: Lauren to notify the event planners of the above and update Event Sponsorship application.</p>
<p>Cope, Calm, Care Campaign Update (Carol Moser)</p>	<p>Carol Moser, Executive Director, provided an update on the Cope, Calm, Care campaign. Diane, the Project Manager, has broken down this work into phases including working with education school districts, LHJs and LHINs.</p> <p>The landing page and marketing materials should be launched on January 18th, 2021.</p>

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	<p>We have a contract with Catholic Charities to go into the school districts to train staff. There is a training for the LHJs on January 11th, 2021.</p> <p>We should be receiving additional funding that may support this project.</p> <p>Questions and comments from the committee included:</p> <ul style="list-style-type: none"> • Confirmation that the LHJ is not contributing funds. • Discussion around medical leaders are worn out, exhausted, and looking forward to this campaign. Confirmation this audience is included in phase 2 of the campaign. Joyce is eager to promote this heavily. <p>No further comments or questions.</p>
<p>COVID Test Site Update (Lauren Noble)</p>	<p>Lauren Noble, Marketing Manager, provided an update on the CTS campaign. It concluded on December 31st and staff will provide an overview of metrics at the next meeting.</p> <p>She gave a brief overview:</p> <ul style="list-style-type: none"> • Over 300,000 masks distributed. • Posted over 25 times on social media (in Spanish and English) <ul style="list-style-type: none"> ○ For Spanish speaking, there were 360,000 impressions and 4000 clicks—resulting in a 1.24% click-through rate. (Note the average click through rate is .9%). ○ For English speaking, there were 330,000 impressions and 4,000 clicks—resulting in a 1.17% click through rate • The test site administered over 300 tests in its first week. By week 9 over 5,000 tests were administered. Still working on getting data from test site for the duration of campaign. • Ads were played on the radio 1,100 times and TV over 800 times. <p>They are opening another CTS site in Kennewick. We have not been contacted to continue marketing at this time.</p> <p>No questions or comments.</p>
<p>Yakima Masking Communications Campaign Round Two Update (Lauren Noble)</p>	<p>Lauren Noble, Marketing Manager, provided an update on the Yakima Masking Communications campaign. Filming has been completed and all ads plan to go live this week. The goal is to use the individual interviews to post on Facebook similar to the first round of the campaign. The ads will run for one month and metrics will be shared by the March meeting.</p> <p>Carol recognized Madelyn for serving as a spokesperson. She also noted Arlen Washines of Yakama Nation’s participation in his native tongue. It wasn’t included in TV, but they are hoping to work with Yakama Nation to get that video sent to them so they can post/distribute it. Madelyn</p>

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	<p>requested to see it on our FB page as it is interesting and a joy to hear the Yakama language. Carol noted we would send it to the HCA as well.</p> <p>No further comments or questions.</p>
ADJOURNMENT	
<p>Adjournment</p>	<p>Meeting adjourned at 10:40am. Minutes taken by Chelsea Chapman.</p> <p>Recap of Motions:</p> <ul style="list-style-type: none"> • December 2020 meeting minutes. • Laliik Sponsorship request as presented with the contingency to review in July and make a determination based on the type of event. • Update the GCACH Event Sponsorship Policy with language regarding release of funds is contingent on proof of support from LHJ regarding its impact (or lack thereof) on the current state of COVID-19. <p>Recap of Action Items:</p> <ul style="list-style-type: none"> • Lauren to notify the event planners of the above and update Event Sponsorship policy. • Review CTS metrics at February meeting. • Review YMCC metrics at March meeting. • Post Arlen’s interview on FB if possible.

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