

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes

Tuesday, November 3, 2020 | 11:00 AM to 12:00 PM

Teleconference

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 Brissa Perez Carol Moser
	Diane Halo 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. Lauren introduced Brissa Perez, the new Community Engagement and Tribal Specialist with GCACH. Welcome Brissa! 😊
MEETING MINUTES	
October 2020 Meeting Minutes (Madelyn Carlson)	Madelyn reviewed the October 2020 GCACH Communications Committee meeting minutes. ✓ MOTION: Penny Bell moved to approve the October 2020 GCACH Communications Committee meeting minutes. Seconded by Viktoriya Broyan. Motion passed. No further comments or questions.
DISCUSSION ITEMS	
Cope, Calm, Care Campaign by Diane Halo	Diane introduced materials with respect to the COPE, CALM, CARE campaign. This framework is developed by Dr. Mauseth. The goal is to disseminate these materials in a thoughtful manner as a means to generate community resilience.

Thank you for your engagement with GCACH!

	<p>Questions/comments:</p> <ul style="list-style-type: none"> • Information to gather on pre-survey as a baseline – how equipped are they (pre-survey) vs. do they feel they learned something new after the campaign (post-survey). • These materials have not been provided to schools before, but GCACH has confirmed these materials are in line with what schools are looking for. • Recognition that people need to know how to respond and recovery with disasters. • Distribution list: school districts in all 9 counties, chamber of commerce, sectors (housing, philanthropy). Need to get this information into the public’s hands. <p>Diane shared that we have a media RFP due this week. Confirmation there will be a media campaign. She also noted the goal of getting information out before the official launch to help generate momentum and because this information is so relevant.</p> <p>This has been shared with the BH providers and members that were on the former Community Resilience Campaign Task Force.</p> <p>No further comments or questions.</p>
<p>COVID-19 Test Site Marketing Campaign by Lauren Noble and Carol Moser</p>	<p>Lauren reviewed the flyer for the mobile test site. Benton Franklin Health District liked the idea but preferred to have a flyer on hand for when leads reach out or when contacting employers (versus public distribution). It is consistent with the language/messaging in the current campaign.</p> <p>Questions/comments:</p> <ul style="list-style-type: none"> • No feedback from employers at this point, however there has been a positive experience with a recent employer. Staff at stationary site has noticed repeat customers as some employers require routine testing as condition of employment. Fits into framework with employers that require frequent testing. • Not restricted to warehouses/processing plants only, those are just the types of organizations that have been identified on behalf of BFHD at this time. <p>Lauren reviewed the draft landing page of the website. This includes information from the CDC including symptoms, comparison to seasonal allergies, precautionary measures, visiting the test site, etc. Rhonda is pleased that the first line is not “Testing does not increase disease...”. Discussion around dispelling the myths.</p>
<p>Yakima Masking Communications Campaign by Lauren Noble</p>	<p>Lauren shared the performance measures from the Yakima Masking Communications campaign. This was advertised on TV, radio, and Facebook from September 14-October 12. She shared that although positive cases are increasing, the rate is decreasing. The total budget was \$9,348.</p>

Thank you for your engagement with GCACH!

	<p>Carol reminded the intent that evolved from the ask from BFHD and was approved through the board.</p> <p>Comments/questions:</p> <ul style="list-style-type: none"> • Campaign is completed but the need is still there in Yakima. Mention of “Life is Good” Yakima, don’t wear your mask, etc. Currently, BFHD would like GCACH to just focus on the test site, but this is on our radar. Discussion around another round of campaigning to promote use of masks, especially with holidays coming. • Discussion around revitalizing the concept of the Spanish masking campaign. Need to look at budget. Diane added to possibly include in the Cope, Calm, Care campaign media. <u>ACTION: Carol asked Rhonda to help GCACH collaborate with Yakima Health District.</u> • Discussion around providers vs. patients (i.e. maintaining telehealth to reduce exposure). Other components mentioned include broadband access for patients, patients that do not like telehealth, provider uncertainty with extension related to telehealth services.
ADJOURNMENT	
<p>Adjournment</p>	<p>Meeting adjourned at 10:38am. Minutes taken by Chelsea Chapman.</p> <p>Recap of Motions</p> <p>✓ MOTION: October 2020 Communications Committee Minutes</p> <p>ACTION ITEMS:</p> <ul style="list-style-type: none"> □ GCACH to look at budget to see if can revitalize masking communications campaign. □ Carol asked Rhonda to help GCACH collaborate with Yakima Health District re: masking communications campaign.

Thank you for your engagement with GCACH!