

# GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

## Communications Committee Meeting Minutes

Monday, August 31, 2020 | 2:00 PM to 3:00 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 Carol Moser
	Chelsea Chapman Lauren Noble
	Ruben Peralta Wes Luckey
Guests	None
WELCOME & INTRODUCTIONS	
Welcome & Introductions (Madelyn Carlson)	Madelyn Carlson, Committee Chair, facilitated the meeting. In addition to GCACH staff, there were five (5) members present.
MEETING MINUTES	
August 2020 Meeting Minutes (Madelyn Carlson)	Madelyn reviewed the August 2020 GCACH Communications Committee meeting minutes. ✓ <b>MOTION:</b> Sandra moved to approve the August 2020 GCACH Communications Committee meeting minutes. Seconded by Joyce. Motion passed.  No further comments or questions.
DISCUSSION ITEMS	
Benton/Franklin Masking Communications Campaign (Lauren Noble/Ruben Peralta)	Lauren and Ruben reviewed the results of the Benton/Franklin Masking Communications Campaign. This campaign was launched in the Benton-Franklin counties and aimed to deliver messaging around wearing masks. This included: <ul style="list-style-type: none"> <li>• 842,800 masks distributed and 1200 Lucha Libre masks distributed</li> <li>• 315 WIN 211 callers, 18 social media posts, 115 tv spots, and 344 radio spots</li> <li>• 97% compliance rate on average</li> </ul>

**Thank you for your engagement with GCACH!**

	<p>There has been a decline in the increase in rates over the past month. The overall the campaign has been successful. Ruben pointed out the willing volunteers to participate in this campaign.</p> <p>Comments/questions from the committee included:</p> <ul style="list-style-type: none"> <li>• Madelyn notes she saw the commercials and that they were great. She was happy to see the percentage of people wearing masks.</li> <li>• Comments around the compliance rate prior to the campaign was around 38% and that there has been significant improvement.</li> </ul> <p>Carol pointed out that the board gave approval to do this in both Benton, Franklin and Yakima Counties. The Yakima Valley Community Foundation has been leading the initiative in Yakima. Not all of the \$25,000 budget was used. Just over \$17,000 was used for the campaign.</p> <p>Discussion around the calls received at the 1-800 number for WIN211 and if the calls were specific to the campaign. Action: Lauren to follow-up with Tim and send information out to the committee.</p>
<p>Yakima Masking Communications Campaign (Lauren Noble/Ruben Peralta)</p>	<p>Ruben highlighted the intent to replicate what was done in Benton/Franklin Counties and translate that into Yakima. As mentioned previously, Yakima Valley Community Foundation is leading the initiative in Yakima. They would also like to include Yakama Nation as there is cultural relevance with the Lucha Libre theme. Discussion around adapting the campaign to include Yakama language.</p> <p>No questions or comments.</p>
<p>Review Responses from Greater Columbia Needs Assessment (Ruben Peralta/Chelsea Chapman)</p>	<p>Ruben and Chelsea reviewed the results from the COVID-19 needs assessment survey. This survey was launched to the entire GCACH distribution list. Results indicate the following:</p> <p>Most severe activities being seen: anxiety, depression, alcohol consumption</p> <p>Comments/questions included:</p> <ul style="list-style-type: none"> <li>• Discussion around number of responses and resending due to survey fatigue, overwhelming amount of emails, summer vacations, etc.</li> <li>• The purpose of the survey and if funding is attached, or if it is just to inform the CRC campaign. Ruben noted that the focus is on what is being affected the most. Carol also reminded the group this came from the May board meeting and that this was an effort to inform how to proceed the CRC campaign.</li> <li>• How long to keep open and frequency? Recommendation to send out after Labor Day weekend and then again in two weeks. Decide a firm deadline for closing and send one day prior. Another suggestion is to send it first thing so it hits their inbox at 8am in the morning.</li> </ul>

**Thank you for your engagement with GCACH!**

	<ul style="list-style-type: none"> <li>Sandra thanked GCACH for being efficient and keeping these activities at the forefront. They are involved with multiple ACHs and appreciate our work.</li> </ul> <p>No further comments or questions.</p>
<b>ADJOURNMENT</b>	
Adjournment	<p>Meeting adjourned at 3:00 PM. Minutes taken by Chelsea Chapman.</p> <p>Recap of Motions</p> <p>✓ <b>MOTION:</b> Sandra moved to approve the August 2020 GCACH Communications Committee meeting minutes. Seconded by Joyce. Motion passed.</p> <p>Recap of GCACH Next Steps:</p> <ol style="list-style-type: none"> <li>Lauren to follow-up with Tim and send information out to the committee.</li> <li>GCACH to send COVID-19 Needs Assessment survey after Labor Day weekend and then again in two weeks. Decide a firm deadline for closing and send one day prior.</li> </ol>

**Thank you for your engagement with GCACH!**