

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes

Tuesday, July 07, 2020 | 11:00 AM to 12:00 PM

Teleconference

Board Member: Name
 Called-in: Name*
 Absent: Name

ATTENDANCE			
Committee Members	Joyce Newsom	Norma Soto	Sandra Suarez
	Kendra Palomarez	Penny Bell	Viktoriya Broyan
	Madelyn Carlson (Chair)	Rhonda Hauff	
GCACH Staff	Becky Kolln	Chelsea Chapman	Ruben Peralta
	Carol Moser	Lauren Noble	Wes Luckey
Guests	None		
WELCOME & INTRODUCTIONS			
Welcome & Introductions Madelyn Carlson	<p>Madelyn Carlson, Committee Chair, facilitated the meeting. There was a total of five (5) members present (or calling in) to the convening.</p> <p>Meeting items included:</p> <ol style="list-style-type: none"> 1. July 2020 Meeting Agenda 2. June 2020 Meeting Minutes 3. CRC Survey – DRAFT 4. Mask Campaign 		
MEETING MINUTES			
Meeting Minutes Madelyn Carlson	<p>Madelyn reviewed the minutes from the 06-02-2020 committee meeting. No comments or revisions were recommended.</p> <p>✓ Motion by Joyce Newsom to accept the 06-02-2020 Communications committee meeting minutes. Seconded by Sandra Suarez. Motion passed with no additional discussion.</p>		
DISCUSSION ITEMS			
Review Community	<p>Ruben Peralta, Community Engagement Specialist, reviewed the draft survey with regard to the Community Resilience Campaign. This survey is designed to ascertain the needs of the region to</p>		

Thank you for your engagement with GCACH!

**Resilience
Campaign Survey**

Ruben Peralta

strategically design the launch of campaign later on. This survey comprised of a list for individuals to rank on level of severity since COVID-19, which included:

1. Suicides
2. Drug overdoses
3. Alcohol consumption
4. Child abuse
5. Domestic violence
6. Hunger
7. Evictions
8. Depression
9. Anxiety
10. Other

This will be dispersed to our GCACH distribution list.

Discussion included:

- Purpose of survey—gaining insight from clientele perspective vs. organizations perspective. How respondents would know of demand. **ACTION:** Ruben and Lauren to reword question to ensure intent is coming across.
- Option for individuals to find more info/resources and for LHINs to reinforce distribution at the local level. **ACTION:** Ruben to add this language.
- **ACTION:** Fix \$300,000 in second paragraph
- Purpose—information gathering or funding opportunity. Clarification is needed for the respondent as to why those ten items are being looked at, what will be done with that info, etc. **ACTION:** Ruben to clarify intention.
- Timeline for getting this out. Need to finalize language and determine mechanism for distributing survey. Recommendation for survey to be live for two weeks. Carol noted that there isn't a board meeting until September and suggested a longer timeframe. Madelyn seconded as LHINs meet at different times and that it is important to communicate directly with them as they have access to relevant data. She also emphasized that having clear and concise information to LHINs on importance of sharing those different focus areas that can be impacted by COVID-19 will be helpful. Joyce noted that all LHINs are working on community needs assessment.
- Group feels confident that GCACH staff can make the appropriate changes and launch the survey.

Madelyn asked if there needs to be further discussion around the campaign itself and if GCACH needs anything else from the committee. Ruben confirmed it is on pause and that we are concentrating on the survey at this time.

Thank you for your engagement with GCACH!

Mask Campaign Lauren Noble/Carol Moser	<p>Carol introduced the Mask Campaign by GCACH. We were asked by Benton Franklin Health District to promote more awareness for wearing masks with the Spanish speaking population. Funding from the CRC budget was used for this effort, which was approved by the board of directors. A steering committee of community leaders and elected officials has been created and a charter partially developed. The group met last week for the first time. There are many groups with this initiative and our role may be in helping these organizations get masks out into the community and businesses. The next meeting is tomorrow to continue the conversation. Diane Halo is leading the project and Ruben Peralta is engaging the community as well as providing strategic and cultural input.</p> <p>Discussion included:</p> <ul style="list-style-type: none"> • If Benton Franklin had done a follow-up from first survey that was deployed. Carol stated that she didn't believe so.
Social Justice Statement Lauren Noble	<p>Lauren spoke to the social justice statement that was approved by the board of directors last month. This statement was sent out on behalf of GCACH and is posted on the website. It was sent out to the distribution list on June 19th and will be included in the July newsletter.</p> <p>Discussion included:</p> <ul style="list-style-type: none"> • Feedback received. None received but there has been a question if we do have one. • Educating self on what this all means from a standpoint of privilege, how skin color impacts access to healthcare, etc. • How to keep this at the forefront. • Importance of bringing in speakers to help educate all of us to truly understand what statement we are all trying to make.
ADJOURNMENT	
Adjournment	<p>Meeting adjourned at 11:50 AM. Minutes taken by Chelsea Chapman.</p> <p>Recap of motions and GCACH next steps:</p> <ul style="list-style-type: none"> ✓ APPROVED: 2020-06-02 Communications Committee Meeting Minutes ✓ Ruben and Lauren to incorporate feedback into survey and launch once finalized

Thank you for your engagement with GCACH!