

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes

Tuesday, February 2, 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	Brissa Perez Carol Moser
	Chelsea Chapman Diane Halo
	Wes Luckey
Guests	None
WELCOME & INTRODUCTIONS	
Welcome & Introductions (Madelyn Carlson)	Madelyn Carlson, Committee Chair, facilitated introductions. There were 6 members present at the convening.
MEETING MINUTES	
January 2021 Meeting Minutes (Madelyn Carlson)	Madelyn reviewed the January 2021 GCACH Communications Committee meeting minutes. ✓ MOTION: Rhonda Hauff moved to approve the January 2021 GCACH Communications Committee meeting minutes. Seconded by Penny Bell. Motion passed. No further comments or questions.
DISCUSSION ITEMS	
COVID-19 Test Site Outcome Measures (Chelsea Chapman/Wes Luckey)	Chelsea reviewed the evaluation of the marketing from the COVID-19 test site. The marketing was active from September through December 2020. Greater Columbia Accountable Community of Health (GCACH) was asked to market a COVID-19 community test site that was being rapidly-

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	<p>developed in Franklin County along with partners including Columbia Safety, BFHD, City of Pasco, Health Commons, and more.</p> <p>One indicator of the marketing campaign’s success was the volume seen at the test site. The test site grew from administering 83 tests on the first day, 181 on day five and 700 tests per day by year’s end!</p> <p>The budget for the campaign was \$125,200, and the funding for the marketing was provided by a contract between BFHD and GCACH.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> • GCACH is not working the health district on the vaccination site at the fairgrounds. We have reached out to be involved but BFHD has chosen another direction. • Madelyn shared that the COVID information line has gone from 500 callers per day to 10,000 calls per day regarding vaccine sites. They are hearing from seniors that have a landline that are not able to access online applications. It has been very difficult for them to access those resources. Joyce has been working with directly with some of that messaging to help people to understand if they have internet access, it is important to go online versus calling. • Discussion around reaching out to vulnerable populations across the counties so marketing efforts are geared toward those who may not see the mainstream resources and miss out on opportunities. • Rhonda noted in Yakima County they are gearing up the vaccination site. They know the Community Health Centers are planning to maintain efforts. Most of them are not doing online scheduling for reasons previously stated. She spoke to technology infrastructure issues (patients not used to accessing the internet for online scheduling).
<p>Cope, Calm, Care Community Resilience Campaign Update (Diane Halo)</p>	<p>Diane reviewed the media tools and materials for the Cope, Calm, Care campaign titled “Practice the Pause.” This included a tour of the landing page on the website www.practicethepause.org. Included are toolkits (in English and Spanish) for the three age groups—children, youth, and adults. Printed copies are being dispersed to schools and BH providers across the region, and copies may be printed directly from the website. The toolkit includes activity books, handouts, posters and flyers, etc.</p>

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Logo:



Screenshot from website:

Youth Toolkit - Ages 5-12



Excerpt from children's toolkit:



Toolkit and media coverage overview:

Overview:



- Toolkit Age 5-12
 - Activity book
 - Parent handout
 - Videos
 - School poster
 - School flyers
 - Parent rack card
 - Support graphics
- Toolkit Age 13-18
 - Journal
 - Parent handout
 - Videos
 - School poster
 - School flyer
 - Parent rack card
 - Support graphics
- Toolkit Adults
 - Journal
 - Poster
 - Rack card
 - Brochure
 - Videos
 - Support graphics
 - Training PowerPoint
- Other Materials
 - Landing page copy & layout
 - Practice the Pause logo
 - PracticethePause.org URL
 - Practica la Pausa logo
 - PracticalaPausa .org URL
 - Editorial calendar
- Media materials
 - Television ad
 - Radio ad
 - Billboards
 - Print ads
 - Digital/Social media Ads
 - Direct mail

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	<p>Questions and comments included:</p> <ul style="list-style-type: none"> • Rhonda noted that in a meeting with her team, they were discussing what is getting lost as we focus on the pandemic and their pediatrician felt strongly about high school students, in particular seniors, and their depression and anxiety. She mentioned grades and inability to focus and struggle with high school graduation. She encouraged targeting on the later high school years. Diane acknowledged and introduced an idea around hosting a teen summit on Zoom. • Diane noted into the training will continue into the next school year with media active through early April 2021. We would be receptive to organizations who may want to contribute funding to continue the media campaign. • The group discussed ways to ensure printed copies are available to those who need it.
<p>GCACH Annual Report 2020 (Chelsea Chapman)</p>	<p>Chelsea provided a brief overview of the 2020 Annual Report for GCACH.</p> <ul style="list-style-type: none"> • Cover page with pictures of activities such as the personal protective equipment distribution and skill nursing facility project. • GCACH 2020 key initiatives including the telehealth fund, assisted living facility, COVID-19 test site marketing efforts, and more. • Transforming the healthcare system through the Greater Columbia Cares Model (GCCM). It's a model built from the following elements: <div data-bbox="500 997 1295 1333" data-label="Diagram"> </div> <ul style="list-style-type: none"> • A look at our practice transformation cohorts, the payments made, provider types, and the Washing Rural Health Collaborative. • Practice transformations success stories on Tri-State Memorial and Chaplaincy, as well as supporting primary care behavioral health integration and opioid resource networks (ORNs). • Support for social determinants of health through our local health improvement networks (LHINs) and community resilience campaign. • 2020 pay-for-performance data for the 2017-2019 time period • Overview of the GCACH Board of Directors

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Cambia Grant (Wes Luckey)	<p>Wes provided a brief overview of the Cambia grant that GCACH received in the amount of \$245,000.</p> <p>Cambia Health Solutions is a commercial carrier – due to a settlement with the federal government, they paid out a large sum and donated \$1.8M to support programs that are being overseen by the ACH’s in Washington state. The focus of the settlements is directed to address the mental health and wellbeing of people and families in rural areas impacted by the pandemic. In addition to other criteria in the grant, this grant aligned nicely with the Cope, Calm, and Care campaign. These funds were successfully applied to the campaign and GCACH is thankful for Cambia Health Solutions.</p> <p>No questions or comments.</p>
ADJOURNMENT	
Adjournment	<p>Meeting adjourned at 11:00am. Minutes taken by Chelsea Chapman.</p> <p>Recap of Motions</p> <ul style="list-style-type: none"> • January 2021 meeting minutes

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