

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting

Tuesday, February 04, 2020 | 11:00 AM to 12:00 PM

Teleconference

Quorum: N/A
 Italicized: Board Member
 Name*: Called-in

ATTENDANCE			
Communications Committee Members	Joyce Newsom* <i>Kendra Palomarez*</i> <i>Madelyn Carlson*</i>	Norma Soto* Penny Bell* <i>Rhonda Hauff*</i>	<i>Ruben Alvarado</i> <i>Sandra Suarez*</i> Viktoriya Broyan*
GCACH Staff	Carol Moser Wes Luckey	Becky Kolln Rubén Peralta	Lauren Noble Chelsea Chapman
Guests	None		
WELCOME AND INTRODUCTIONS			
Welcome & Introductions (Madelyn Carlson)	<p>Madelyn welcomed everyone and thanked everyone for attending the meeting for the Communications Committee.</p> <p>Madelyn reviewed the agenda for the meeting and the 2019-12-03 Communications Committee Meeting Minutes.</p> <p>Joyce Newsom motioned to approve the 2019-12-03 minutes, seconded by Rhonda Hauff. Motion passed.</p>		
ACTION ITEMS			
2019 Sponsorship Overview (Lauren Noble)	<p>Lauren reviewed the overview for GCACH sponsorships for the year of 2019. This included the evaluations tracker and expenditures outline below.</p>		

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Evaluation Tracker

Organization	Event	Location	Date of Event	Evaluations Due	Evaluation Received?
Walla Walla County Department of Community Health	National Night Out	Walla Walla, WA	8/6/2019	10/5/2019	12/17/2019
Walla Walla County Department of Community Health	Suicide Prevention Month	Walla Walla, WA	September 2019	10/30/2019	12/17/2019
Benton Franklin Recovery Coalition	5K Run for Recovery	Pasco, WA	9/21/2019	11/20/2019	9/28/2019
Chaplaincy Healthcare	End of Life Conference	Kennewick, WA	10/18/2019	12/17/2019	1/3/2020
Homeless Network of Yakima County	Project Homeless Connect/Point in Time Count	Yakima, WA	1/23/2020	3/23/2020	
Benton Franklin County Medical Society	36th Annual CME Seminar	Kennewick, WA	February 2020	4/1/2020	
ESD 105	National Drug Takeback Day	Yakima, WA	April 2020	5/31/2020	
Runners of the Sage	Atomic City Run	Richland, WA	6/6/2020	8/5/2020	

GCACH Sponsorship Expenditures (FY2019)

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Organization	Event	Location	Amount Sponsored
Chaplaincy Healthcare	End of Life Conference	Kennewick, WA	\$3,500.00
Quarter One Total			\$3,500.00
Quarter Two			
Walla Walla County Department of Community Health	National Night Out	Walla Walla, WA	\$5,000.00
Quarter Two Total			\$5,000.00
Quarter Three			
Benton Franklin Recovery Coalition	5K Run for Recovery	Pasco, WA	\$1,000.00
Walla Walla County Department of Community Health	Suicide Prevention Month	Walla Walla, WA	\$4,000.00
Quarter Three Total			\$5,000.00
Quarter Four			
Benton Franklin County Medical Society	36th Annual CME Seminar	Kennewick, WA	\$1,500.00
Homeless Network of Yakima County	Project Homeless Connect/Point in Time Count	Yakima, WA	\$5,000.00
ESD 105	National Drug Takeback Day	Yakima, WA	\$2,500.00
Runners of the Sage	Atomic City Run	Richland, WA	\$5,000.00
Quarter Four Total			\$14,000.00
Total Expenditures to Date			\$27,500.00
Total Sponsorship Budget for 2019			\$30,000.00
Total Funds Available per Quarter (unless funds rolled over from previous quarter)			\$7,500.00

To date, GCACH expended \$27,500 of the \$30,000 budgeted for 2019.

Thus far, GCACH has only received four (4) evaluations for the following events:

- *National Night Out*: This event was very well attended and the organizers were very appreciative because our sponsorship made a difference. There were 3,000 attendees featuring 54 local vendors. This year, Walla Walla ranked seventh (7th) in the nation for the community size.
- *5K Run for Recovery*: The event raised \$18,748, which will be split 50/50 with Oxford House Inc. and the Benton Franklin Recovery Coalition. Attendance was estimated to be about 100 people.

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	<ul style="list-style-type: none"> • <i>Suicide Prevention Month</i>: The September event brought awareness to the integration of physical and behavioral health into primary care and the structure of Zero Suicide in healthcare. Rubén attended this event and said it was a great turn out. • <i>End of Life Conference</i>: This event had 121 people in attendance. Wes attended this event and said it was a great experience. (Action: Wes to get the name of the presenter to Rhonda). <p>Comments, questions, and clarifications from the committee included:</p> <ul style="list-style-type: none"> – The average amount awarded was approximately \$3,500. The most awarded for one event was \$5,000 and least was \$1,000. 	
<p>Q1 Sponsorship (Lauren Noble)</p>	<p>GCACH has received one (1) application for the first quarter.</p> <p><i>Breaking the Silence: Let's Taco Mental Health:</i> A high school student has applied for a \$2,300 sponsorship for this event, taking place at Asotin High School on March 3, 2020. This project focuses on advocating for a student mental health training for teachers. This organizer intends on inviting Amerigroup, Community Health Plan, Coordinated Care, and Molina to host information tables at the event. Additionally, Quality Behavioral Health and Tri-State Memorial Health will be invited to discuss the mental and behavioral health services they provide.</p> <p>Comments, questions, and clarifications from the committee included:</p> <ul style="list-style-type: none"> – GCACH will be providing the budget for food (although Qdoba is listed as an in-kind sponsor). – Suggestion to communicate to the organizers that any branding/ advertising for the event needs to be culturally sensitive (e.g. man sitting on the street with sombrero is offensive). Perhaps have this reflected in the acceptance letter. – Note that New Horizons hosts a similar Taco event ever year. They don't specify mental health; it is just around community resources. 	<p>Motion by Sandra Suarez to approve the <i>Breaking the Silence: Let's Taco Bout Mental Health</i>" event with clarity received as stated. Seconded by Kendra Palomarez.</p> <p>Motion Passed.</p>

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	<ul style="list-style-type: none"> - Suggestion to ensure there will be activities at the event rather than just food. This is to avoid having attendees just sit at the tables and not socialize or engage. Example could be a gift giveaway or a passport, something that forces them to visit tables and participate in the information we'd like them to look at. The group was reminded that there may be a formal presentation from QBH or Tri-State Memorial Health. The MCO's will also be invited. Suggestion to see if GCACH can facilitate conversations/ introductions. - Reminder that the overall goal of this event is advocating for a student mental health training for teachers, and finding a way to tether that back to these activities. - Clarification that Lauren, GCACH Marketing Manager, will be responsible for getting back to the event organizer to gain clarity on formal presentation, branding, outreach that will be done during event, etc. 	
<p>Community Resilience Campaign Update (Rubén Peralta)</p>	<p>Rubén spoke to the Community Resilience Campaign pilot launched on January 13, 2020. There has been a good amount of traffic on the landing page (https://gcach.org/build-community-resilience). The website is to educate and generate awareness on ACEs (Adverse Childhood Experiences).</p> <p>Overall, we have had good feedback. Some feedback has been received from citizens who are concerned with this campaign and we have done our best to respectfully respond and provide additional information. One committee member has seen the ad on TV, another saw the billboards, and a few have heard the radio ads.</p> <p>There will be trainings targeting people that work in childcare, foster parents, the faith community on topics in the NEAR (Neuroscience, Epigenetics, ACEs and Resilience) science and Trauma Informed Care. A group under United Way (Risk to Resilience) is working to coordinate these trainings, which will be held in Yakima, Washington on February 22nd, March 7th, and March 28th.</p> <p>The region wide campaign will be launched in April.</p>	

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	<p>Question:</p> <ul style="list-style-type: none"> • Praise given on getting the advertising out there. The message is delivered quick and efficiently. It is attracting a lot of attention. • Results shared on website traffic relative to geographic areas. The percentage of users from each region are as follows: <ul style="list-style-type: none"> ○ Yakima – 34% ○ Seattle – 17% ○ Sunnyside – 9% ○ Kennewick – 6% • Clarification that these regions are pulling from real-time location (vs. residence/ address). Note that People for People has had a significant increase in receiving care out of the area (by 34% in the last five years). This might be an element for the traffic from Seattle. • Results shared on duration of time spent on the landing page relative to geographic region: (Note that the visits from Kennewick may be impacted by our own views on the page). <ul style="list-style-type: none"> ○ Yakima – 1m 30s ○ Seattle – 50s ○ Sunnyside – 50s ○ Kennewick – 3m 52s • Note that GCACH will be meeting with Field Group (marketing vendor) to determine the best way to present the results. • Mentioning of another ACEs education event by June in the works. However, the group coordinating this event had never heard of GCACH or its activities. Joyce Newsome would like to connect Kristie Sharp (Substance Abuse Prevention Coalition) to Rubén. • Request for GCACH Sponsorship flyer for distribution. The flyer can be found at www.gcach.org/resources. 	
ADJOURNMENT		
Adjournment (Madelyn Carlson)	Lauren noted that we will be rescheduling the next Communications Committee meeting to Monday 3/2. Chelsea to send out information.	

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	Meeting adjourned at 11:40am. Minutes taken by Chelsea Chapman.	
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