

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes Wednesday, November 17th, 2021 | 2:00 PM to 3:00 PM *Location/Teleconference*

Number of Members: 8
 Quorum: 7
 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 Haydee Hill Sam Werdel	Sharon Brown Stacey Davis
Guests	None		
WELCOME & INTRODUCTIONS			
Welcome & Introductions (Madelyn Carlson)	Madelyn Carlson, Committee Chair, facilitated introductions. There were 7 members present at the convening. Madelyn welcomed new GCACH Executive Director, Sharon Brown. Committee members introduced themselves, their sector, title, and company they represent.		
MEETING MINUTES			
October 2021 Meeting Minutes (Madelyn Carlson)	Madelyn reviewed the October 2021 GCACH Communications Committee meeting minutes. ✓ MOTION: Rhonda Hauff moved to approve the October 2021 GCACH Communications Committee meeting minutes. Seconded by Sandra Suarez. Motion passed. Q: did we get a decision back on Grace Clinic? A: Instead of funding their event, GCACH looked at their current fund within their MTI funding No further comments or questions.		

Thank you for your engagement with GCACH!

DISCUSSION ITEMS	
Mobile Vaccine Project Update, Discussion on Next Steps	<p>Chelsea Chapman updated the committee on the status of the Mobile Vaccine Project.</p> <p>Instead of putting GCACH efforts toward scheduling and hosting Vaccinations clinics they shifted to supporting efforts that are already happening with funding so efforts that are occurring have more ability to market or offer incentives for people to get vaccinated.</p> <p>Scope of the work is to enhance vaccine equity. Any ideas that come to mind to increase access to all population please bring the forward to Chelsea Chapman.</p>
Rebrand RFP Update	<p>Chelsea Chapman updated the committee on the status of the Rebrand RFP which closes Friday 11/19/21.</p> <p>Chelsea provided a brief overview of the content of the RFP, the focus of the rebrand work for GCACH, and the long-term goal of the rebrand over the next few years for GCACH.</p> <p>Discussion:</p> <p style="padding-left: 40px;">Q: Are the companies we have received questions from, vendors whom we have previously worked with?</p> <p style="padding-left: 40px;">A: The majority of those we have</p> <p style="padding-left: 40px;">Q: Do we have an anticipated timeline for when this I completed?</p> <p style="padding-left: 40px;">A: Goal is 16 weeks. Or approximately May 2022</p> <p style="padding-left: 40px;">Q: Does this timeline mean we will be reviewing this at the next Communication Committee? Might be a tight turn around to review?</p> <p style="padding-left: 40px;">A: Yes, we will review the applicants at the next Communications Committee meeting.</p> <p style="padding-left: 40px;">Q: Will we be doing interviews of candidates?</p> <p style="padding-left: 40px;">A: If the</p> <p style="padding-left: 40px;">Q: Will we extend if we do not receive good, or enough candidates?</p> <p style="padding-left: 40px;">A: We will extend the RFP if we do not get enough candidates and that will push the end date of the project.</p> <p>No further discussion.</p>
BH Campaign	<p>General Feedback:</p> <ul style="list-style-type: none"> • This marketing campaign seems more aimed at entry-level not masters, we need Masters. • Administrative burden has been the biggest hurdle to building the pipeline for BH licensure. It takes 18 months to obtain licensure.

Thank you for your engagement with GCACH!

	<ul style="list-style-type: none"> • Has the HCA considered that we may not have enough education availability for these jobs? A lot of these programs have been shut down over the years. A lot of these programs you still have to travel out of town to get this education. • If they are really trying to build the pipeline, they need to target younger than 18. Perhaps start target age at 15+. Some data came back on successful communication and 95% of successful communication came from Snapchat. • Utilize all our workforce partners, such as WorkSource, to help get the information out to the community. TriTech Skills has a Pre-Nursing program that would be a good partner to get this information to. • Distributing this through our LHINs to send to their organizations. • Is there an option to distribute this to high school counselors or send to Communities in Schools who could get this to their school counselor? • Offer this in other language options besides just English and Spanish could help. <p>Additional discussion: Rhonda will send Sharon Brown the communication she has had thus far with the State. Sharon mentioned that, similarly to what was done to allow foreign Doctors to allow them to work in Washington State quicker, given the extreme needs to BH professionals in the state we could expedite the process to get certified/licensed.</p>
ADJOURNMENT	
Adjournment	<p>Meeting adjourned at 2:49 pm. Minutes taken by Stacey Davis.</p> <p>Recap of Motions</p> <p>✓ MOTION: Rhonda Hauff moved to approve the October 2021 GCACH Communications Committee meeting minutes. Seconded by Sandra Suarez. Motion passed.</p> <p>Recap of Action Items:</p> <ul style="list-style-type: none"> • Send BH recommendations back to HCA

Thank you for your engagement with GCACH!