

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes

Monday, March 2, 2020 | 1:00 PM to 2:00 PM

Teleconference

Italicized: Board Member
Name*: Called-in

ATTENDANCE			
Communications Members	Joyce Newsom <i>Kendra Palomarez</i>	Madelyn Carlson* (Chair) Norma Soto*	Rhonda Hauff* Sandra Suarez*
GCACH Staff	Carol Moser Chelsea Chapman	Lauren Noble (Lead) Ruben Peralta	Becky Kolln Wes Luckey
Guests	Penny Bell*		
WELCOME AND INTRODUCTIONS			
Welcome & Introductions (Madelyn Carlson)	Madelyn Carlson, GCACH Committee Chair, facilitated the meeting. There was a total of four (4) members present (or calling in) to the meeting.		
MINUTES			
2020-02-04 Meeting Minutes (Madelyn Carlson)	The 2020-02-04 Communications Committee meeting minutes were reviewed by the committee with no additional discussion. Sandra Suarez motioned to approve the minutes. Rhonda Hauff seconded. Motion passed.		
ACTION ITEMS			
Q1 Sponsorship Applicants (Lauren Noble)	<p>Lauren spoke to the application received for the Community Resilience Initiative event in Spokane, Washington, The Beyond Paper Tigers Conference. GCACH recommends we fund event for \$5,000 as requested.</p> <p>Questions:</p> <ul style="list-style-type: none"> • Clarification that there will be many workshops (versus one big training) • Focuses on how diverse communities makes resilient communities • Hope to send people to the event. Comes with three (3) tickets for sponsorship 		

Thank you for your engagement with GCACH!

	<p>Motion by Rhonda Hauff to approve GCACH’s recommendation to sponsor this event. Seconded by Sandra Suarez. Motion passed.</p> <p>Ruben added that this organization is well recognized in this subject throughout the world. It’s a really good idea to have our name attached to their conference. Also, there is going to be an opportunity for us to have a banner and have our Community Resilience Campaign logo there. That would be an excellent idea to promote our campaign throughout the state and subsequently throughout the world.</p>
Annual Report	<p>We have made some improvements to the GCACH Annual Report for 2019. This included providing explanations to our performance metrics, adding our website, Carol’s signature, defining Cohorts, adding 2019 cohort staff providing care management services, as well as simplified some areas where there was confusion.</p> <p>The group responded that they “love charts and graphs” and the updated document is “very helpful.”</p>
Community Resiliency Campaign Update	<p>Ruben spoke to the Community Resilience Campaign. GCACH has recently met with Field Group and pulled a report on the performance, which showed that numbers are increasing. Other things to note are that this campaign is considered educational. Search requests include: ACES test and mental health, which drives traffic to our campaign.</p> <p>Still working to provide resources to drive visitors beyond the landing page, but we want to ensure we have the right information on the landing page to be referenced. The video on YouTube has had 501 views for the English version with 91% of the video being watched, and the Spanish version had over 219 views with around 80% of the video being watched.</p> <p>Everything is looking really good. It’s hard for people to read the landing page web address, it’s the visual and having the logo out there. It stands out.</p> <p>Attended the Resilience Trainings on Saturday—it went well. There was a lot of participation. There were some things to fix with regard to timing and not editorializing too much. Two more trainings to go. From the people that attended, 28 completed a survey to give us an idea on the media coverage. The vast majority had heard of it. Digital is what’s popping up the most.</p>

Thank you for your engagement with GCACH!

	<p>Questions:</p> <ul style="list-style-type: none"> • Parent vs. professional at West Valley—target audience is for those that work in childcare. The vast majority were professionals—educators, childcare providers, and at least a couple parents. If had to make a guess, 10-15% were parents and the rest were professionals. • Madelyn was impressed with the number of Spanish speakers for the campaign. <p>No additional comment or discussion.</p>
ADJOURNMENT	
Adjournment	Meeting adjourned at 1:30pm. Minutes taken by Chelsea Chapman.

Thank you for your engagement with GCACH!