

GCACH Communications Committee Meeting

Meeting Minutes

December 3, 2019 | 2:00 PM – 3:00 PM | Teleconference

Participants (* denotes they called in) *Madelyn Carlson, *Joyce Newsom, *Dan Ferguson
Carol Moser, Wes Luckey, Becky Kolln, Lauren Noble, Rubén Peralta, Chelsea Chapman

Welcome & Introductions Madelyn welcomed everyone and thanked everyone for attending the meeting for the Communications Committee.

Madelyn reviewed the agenda for the meeting and the 11-04 Communications Committee Meeting Minutes.

Dan Ferguson motioned to approve the 11-04 Minutes, seconded by Joyce Newsom. Motion passed.

Community Resilience Campaign update Rubén provided a brief update on the campaign.

- Color palette and logo: We are currently going through the creative process. GCACH was presented a couple options on the color palette and logos last week. The taskforce and several individuals from this Communications Committee were involved. GCACH provided Field Group (the media vendor) with feedback, with which they are going to integrate and come back with two options for the Community Resilience Campaign Task Force and Communications Committee members to vote on.
- Scripting and messaging: These elements are being finalized and will be provided to GCACH for review.
- The pilot is scheduled to launch January 6th, 2020. GCACH is in the process of developing a landing page for individuals to find more information on Resilience and Adverse Childhood Experiences (ACEs).

In addition, Rubén is working on the following:

- Developing a timeline with Field Group containing a list of deliverables leading up to the pilot.
- Setting up meetings with the Yakima Risk to Resiliency group to assist GCACH with a series of trainings to offer community members.

Comments and questions included:

- Clarification that January 6, 2020 will be the launch/ media blast and that the pilot proceeds through March 2020
- Praise—that’s fast moving
- Excited to hear more about it and see how timelines go

Q4 sponsorships Lauren provided an overview of the three (3) sponsorships applications for Quarter 4. This included:

- Runners of the Sage - Atomic City Run to take place in June 2020.
 - GCACH supports Runners of the Sage – Atomic City Run endeavor because it promotes reducing the opioid related morbidity and mortality through prevention, which aligns immensely with Addressing the Opioid Public Health Crisis project area.
 - Recommended funding amount: \$5,000
- National Drug Take Back Day by ESD 105 to take place in April 2020.

- GCACH supports the National Drug Take Back Day endeavor that promotes reducing the opioid related morbidity and mortality through prevention as this aligns immensely with Addressing the Opioid Public Health Crisis project area.
- Recommend funding amount: \$2,500
- Note that GCACH is only funding 50% of the requested amount. GCACH hopes ESD 105 will apply again in October for the remaining amount.
- Project Homeless Connect/Point in Time Count by Homeless Network of Yakima County to take place on January 23, 2020.
 - GCACH supports the 2020 Project Homeless Connect/Point in Time Count endeavor that assists in addressing the immediate needs of those experiencing homelessness through the provisions of same-day integrated services as this aligns immensely with GCACH's Bi-Directional Integration of Physical & Behavioral Health project area.
 - Recommended funding amount: \$5,000
 - Note that Rod's House will serve as the fiscal agent, however 501(c)3 status needs to be verified prior to event.

Questions or comments:

- Clarification that there is enough money in the budget to fund these events. Reminder that residual money does not rollover.
- Pertaining to ESD 105:
 - Funding for geographic should be depleted- does that impact the applications in our mind? Geographic equity would come up as an issue if we had a shortage of funds.
 - Carol iterated that it is prudent to keep an eye on where funds are being allocated to ensure nobody is missing out (e.g. ESD event in October).
 - Madelyn asked if what is presented is their entire budget? It seems very modest. Coincidentally it comes up to \$5,000. I feel like they have misinterpreted the question instead saying what the event costs.
 - Grant from the Health Care Authority. Carol clarified that community coordinators in the region have different sources of funding for these events. Good question to add or possible modification to the application might include: "What other funds are you receiving for this event?"
- Dan appreciates the various areas of the nine (9) county area. Currently focused on Yakima, but it'd be nice to have a wider representation.
- Clarification that sponsorship program is marketed on the website and through the newsletter. It is also mentioned at the LHIN meetings.

Joyce Newsom motioned to approve the recommended funding amounts for the Q4 sponsorship applications as presented, seconded by Dan Ferguson. Motion passed.

Members Needed

Carol notified the committee that an article is to be published in the upcoming Newsletter to solicit members for GCACH committees. Specific sectors pertaining to the Communications Committee was requested. Comments included:

- Geographic representation (geographic equity vs. specific sectors)
 - Kittitas, Whitman, Columbia, Asotin, Walla Walla
- Develop/ provide an informational flyer to raise awareness. Joyce volunteered to bring this to various Coalition meetings she attends.
- Recommendation to research events in the counties that are not applying. Give them a little push by email. Raise more awareness through the Local Health Improvement Networks (LHINs).
- Suggestion to reach out to previous sponsorship recipients to write an article about the event.
- Suggestion to provide awareness by mentioning it at the beginning of Leadership Council meetings.

Adjournment Madelyn concluded the meeting by thanking all for attending. Meeting was adjourned at 11:35am.