

GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

Communications Committee Meeting Minutes

Tuesday, June 02, 2020 | 11:00 AM to 12:00 PM

Teleconference

Board Member: Name
 Called-in: Name*
 Absent: Name

ATTENDANCE			
Committee Members	Joyce Newsom Kendra Palomarez Madelyn Carlson (Chair)	Norma Soto Penny Bell Rhonda Hauff	Sandra Suarez Viktoriya Broyan
GCACH Staff	Becky Kolln Carol Moser	Chelsea Chapman Lauren Noble	Ruben Peralta Wes Luckey
Guests	None		
WELCOME & INTRODUCTIONS			
Welcome & Introductions Madelyn Carlson	Madelyn Carlson, Committee Chair, facilitated the meeting. There was a total of six (6) members present (or calling in) to the convening. Meeting items included: <ol style="list-style-type: none"> 1. June 2020 Meeting Agenda 2. May 2020 Meeting Minutes 3. GCACH COVID-19 Efforts 4. 2020 GCACH Communications Committee Charter 5. Poster Laliik 2020 		
MEETING MINUTES			
Meeting Minutes Madelyn Carlson	Madelyn reviewed the minutes from the 05-05-2020 committee meeting. No comments or revisions were recommended. ✓ Motion by Joyce Newsom to accept the 05-05-2020 Communications committee meeting minutes. Seconded by Rhonda Hauff. Motion passed with no additional discussion.		
DISCUSSION ITEMS			

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**Updates on CRC
 9-county Launch**

Ruben Peralta

Ruben Peralta, Community Engagement and Tribal Specialist, spoke to Community Resilience Campaign (CRC) 9-county launch. During the May Board of Directors meeting, the board recommended postponing the campaign for three (3) months due to the changes in environment re: the pandemic.

Carol added that there were differences in terms of desire to go forward with an ACEs campaign at this time. We recognize the impacts of COVID that need to be addressed. There were some board members that expressed a desire to still have a campaign on a limited scope or duration to see what that would look like. Others felt that there were more important health needs to address. She also heard more metrics to give confidence to measure the impacts of the campaign as it moves forward.

Questions and comments included:

- Madelyn inquired about any negative impacts for delaying the campaign. Becky and Ruben confirmed there was not. There is no risk of losing funding.
- Madelyn underscored the concerns around being faced with such a huge crisis in our counties and that the campaign may not be the most prudent way to utilize funding.
- Joyce inquired about the level of the vote from the board. The motion was to re-evaluate in three months with two opposed.
- Discussion around what GCACH is asking of the Communications Committee. Ruben and Carol touched on the confusion around using the funds to address immediate needs in the region and what it means for the campaign. Rhonda reiterated that the vote was to delay moving forward. There was no discussion around reallocating funds. Seconded by Madelyn.
- Discussion around adapting the language to be more relevant to world today. The campaign was launched at a different time (pre-pandemic). The need for stronger messaging/to be more intentional was expressed. Carol noted there has been slight modifications, but not to the degree mentioned. If intentional thought is needed, we need to work on more messaging with guidance from the Communications Committee. Seconded by Ruben.
- Discussion around looking at the impact of the campaign to design or identify the impact of messaging. Ruben stated that the scope of the campaign was not to get any measures from the general public. He noted that measures that could be obtained would be from the insights derived via the surveys deployed at the trainings. It would be difficult to see results in a three-month time frame (the span of the pilot).
- Suggestion to look at the big emerging issues in the region (e.g. suicide, domestic violence) and see what that means for us. If the board had that kind of information for our region, it would help evaluate what needs to be done (e.g. connecting people to the right resources). What trauma issues are most affecting our population?
- Joyce suggested including folks from other community meetings/groups with these initiatives to speak on behalf of what they are seeing.

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	<ul style="list-style-type: none"> - Discussion around if the insights/needs are to be identified at the regional level or county level. - The group discussed logistics including timeline. Possibility of including Local Health Improvement Networks (LHINs) to help coordinate. The group decided to deploy the survey over the next 30 days and bring results to the July Board meeting. - Rhonda mentioned considering other additional funding related to the pandemic to help. At the last board meeting, the consideration of connecting resources to these needs was brought up. Suggestion to add this question into the survey – Are there additional COVID-19 related funding to help assist with these efforts? - Joyce mentioned providing context when distributing the surveys around the purpose (i.e fact finding vs. providing direct solutions to needs identified). The group discussed coming from more of a fact-finding perspective, but to also include all the concrete examples of how GCACH has helped the region to help provide motivation to respondents. - ACTION: Ruben to send out survey questions to committee electronically for feedback/input. - Suggestion to limit the top areas from ten (10) to five (5) to avoid overwhelming survey takers. - Suggestion to get county specific data e.g. number of suicides, drug overdoses, domestic violence responses by the police department, etc. to help illustrate the volume. <p>No further comments or questions.</p>
<p>Communications Committee Charter Lauren Noble</p>	<p>Lauren Noble, Marketing Manager, reviewed the charter for the committee. In addition to an update to the branding/formatting, the statement “Oversees GCACH Community Resilience Campaign” has been added under the roles of the committee.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> - Rhonda feels that this is too specific to be in a charter. Are we going to put the survey in the charter as well? - Lauren suggested to modify the statement “oversees GCACH campaigns” to be more general. - The group felt that the statements “informs and educated the public with key messaging” as well as “develop key messages that align with the programmatic priorities of GCACH” is sufficient and do not feel the need to add the proposed statement. <p>No further comments or questions.</p>
<p>Updates on Upcoming Events Lauren Noble</p>	<p>Lauren spoke to updates per the upcoming events sponsored by GCACH.</p> <ul style="list-style-type: none"> • Beyond Paper Tigers: It is still set for June but is being moved to a virtual conference. Their coordinator provided information how they will be honoring sponsors and including

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	<p>logos and recognition. Some GCACH staff members will be attending and looking for our branding during the event.</p> <ul style="list-style-type: none"> • Atomic City Run: This event was supposed to take place this weekend but was canceled due to the pandemic. The organizer shared that they have another event in November – Rattlesnake Mountain Half Marathon – and asked if we could move our sponsorship to this event. It's the third annual half marathon. They are hoping for 200 attendees this year. <p>Questions and comments included:</p> <ul style="list-style-type: none"> – Madelyn asked if we know how many will attend the webinar from our region for Beyond Paper Tigers? Lauren believes that will be shared in the post evaluation. – Discussion around if the Atomic City Run and if another application is going to be submitted. The group agreed that having the email forwarded from the applicant describing will suffice. An electronic vote will then be made.
<p>GCACH COVID-19 Efforts Flyer Lauren Noble</p>	<p>Lauren spoke to GCACH COVID-19 Efforts Flyer. Some new activities GCACH has contributed includes donating 1,400 masks and bringing together different sectors to discuss the economic recovery of our region following the pandemic.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> – Madelyn noted how great it is that we got masks out and to make sure we notify our stakeholders of this activity. – Joyce added to attach this flyer to the survey sent out. The group thought it was a good idea. <p>No further comments or questions.</p>
ADJOURNMENT	
<p>Adjournment</p>	<p>Meeting adjourned at 11:55 AM. Minutes taken by Chelsea Chapman.</p> <p>Recap of motions and GCACH next steps:</p> <ul style="list-style-type: none"> ✓ Approved: May 2020 Communications Committee meeting minutes ✓ Ruben to develop a survey to ascertain the needs of the region to inform the campaign and send the draft question set to the committee for review/comment ✓ Forward email from Atomic City Run applicant for approval of rolling funds over to the November event

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