

# GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

## Communications Committee Meeting Minutes

Tuesday, May 05, 2020 | 11:00 AM to 12:00 PM

*Teleconference ONLY*

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

ATTENDANCE			
<b>Committee Members</b>	Joyce Newsom Norma Soto	<i>Kendra Palomarez</i> <i>Rhonda Hauff</i>	<i>Madelyn Carlson (Chair)</i> <i>Sandra Suarez</i>
<b>GCACH Staff</b>	Carol Moser Becky Kolln	Chelsea Chapman Ruben Peralta	Lauren Noble Wes Luckey
<b>Guests</b>	Penny Bell	Viktoriya Broyan	
WELCOME & INTRODUCTIONS			
<b>Welcome &amp; Introductions</b> Madelyn Carlson	<p>Madelyn Carlson welcomed the group and reviewed the meeting minutes.</p> <p>✓ <b>Motion by Rhonda Hauff to accept 2020-03-02 meeting minutes. Seconded by Sandra Suarez. Motion passed with no additional discussion.</b></p>		
DISCUSSION ITEMS			
<b>COVID-19 Update</b> Lauren Noble/Carol Moser	<p>Lauren reviewed the COVID-19 Resource List, which is updated on the website daily. No comments or questions.</p> <p>Next, Lauren reviewed the COVID-19 Flyer that lists GCACH activities. This can also be found on the website. It was shared with legislators and county commissioners in the Greater Columbia region. We are excited to share our efforts in leu of the pandemic.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> <li>– Joyce inquired which care packages were identified Skilled Nursing Facilities. Lauren responded that beach vacation theme, technology package, and gardening package were most desirable.</li> <li>– Joyce asked if there were any obligations to report on how funds are distributed with regard to the food bank donation. Lauren responded that they shared a list of the 50 food banks within each county, and we also have an MOU with them to make sure funding was</li> </ul>		

**Thank you for your engagement with GCACH!**

	<p>distributed based upon need across the 9-county region. Joyce has seen a lot of activity in Benton-Franklin and thanked GCACH. Food is the number one topic at her coalition meetings.</p> <ul style="list-style-type: none"> <li>- Sandra asked if there were any communications around sending in donations. Lauren responded that it is included in the newsletter that is going out that day. Carol added that we are collaborating with All-in-Tri-Cities, an initiative with the community to try and get more funding to certain causes. We've raised \$210 so far for the SNF's packages. Hoping to leverage funding in Tri-Cities to branch out to other communities that don't have a similar initiative. Sandra underscored that there are lots of people looking for ways to help out, so outreach is important.</li> </ul>
<p><b>Community Resilience Campaign Update</b>        Ruben Peralta</p>	<p>Ruben discussed the Community Resilience Campaign pilot. The numbers indicated the campaign did well, especially since this campaign is very unique. Field Group compared this campaign with educational campaigns. He also mentioned that the task force agreed to shift the in-person trainings to webinars. The task force is putting together a plan for launch, which includes rewording the script to reflect the pandemic. Hopefully in message, able to bring hope to people by providing resources to communicate and address ACEs. There will also be updating the landing page with more local resources. Hoping to launch late this month or early June regionally. Working to stay on track.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> <li>- Joyce thanked Ruben for hard work and inquired about a database for resources around food, rent, etc. on the website. Ruben recognized that WIN211 will not have all resources and the need to cover all bases. Joyce asked if the resource will be something that is listed separate. Ruben noted that it is something to be determined, but that it will need to make the most sense to the consumer.</li> <li>- Lauren walked through a draft way to structure the resources, including a tier 1 for language, tier 2 for different categories, and tier 3 for county. Ruben and Lauren are working with Field Group on the mock up and will share if possible.</li> <li>- Joyce mentioned she is always open to hidden gems in the community and would love to put them in WIN211. She doesn't believe many will be missing. Note they do not list churches because they opt out of being listed.</li> <li>- Madelyn appreciates highlighting the missing resources and making sure the lists are as updated and current as possible.</li> <li>- Joyce inquired if the sponsorship funds have been diverted and if small organizations can apply for help re: iPad, food assistance, rent assistance, etc. through GCACH. Carol mentioned it's a good idea and that it would need to go through the board. If the committee wants to use scholarship funds for COVID-19, it would be a great idea to work up some definitions.</li> <li>- No other comments or questions.</li> </ul>

**Thank you for your engagement with GCACH!**

**ADJOURNMENT****Adjournment**

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

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