

# GREATER COLUMBIA ACCOUNTABLE COMMUNITY OF HEALTH

## Communications Committee Meeting Minutes

Tuesday, August 04, 2020 | 11:00 AM to 12:00 PM

*Teleconference*

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

ATTENDANCE			
<b>Committee Members</b>	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
<b>GCACH Staff</b>	Becky Kolln Carol Moser	Chelsea Chapman Lauren Noble	Ruben Peralta Wes Luckey
<b>Guests</b>	None		
WELCOME & INTRODUCTIONS			
<b>Welcome &amp; Introductions</b> <i>Madelyn Carlson</i>	<p>Madelyn Carlson, Committee Chair, facilitated the meeting. There was a total of five (5) members present (or calling in) to the convening.</p> <p>Meeting items included:</p> <ol style="list-style-type: none"> <li>1. 2020-08-04 Communications Agenda</li> <li>2. 2020-07-07 Communications Minutes DRAFT</li> <li>3. Radio spot for Assisted Living Facility (ALF) Initiative (with Numerica) mp3</li> <li>4. GCACH Masking Campaign Radio Spot</li> <li>5. Link to the television spot for the ALF Initiative - <a href="https://vimeo.com/oucommercial/review/442504943/0085ea8e35">https://vimeo.com/oucommercial/review/442504943/0085ea8e35</a></li> <li>6. Link to the Masking Campaign <a href="https://vimeo.com/443485889">https://vimeo.com/443485889</a></li> </ol>		
MEETING MINUTES			
<b>Meeting Minutes</b> <i>Madelyn Carlson</i>	<p>Madelyn reviewed the minutes from the 07-07-2020 committee meeting. No comments or revisions were recommended.</p> <p>✓ <b>Motion by Sandra Suarez to accept the 07-07-2020 Communications committee meeting minutes. Seconded by Joyce Newsom. Motion passed with no additional discussion.</b></p>		

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

### DISCUSSION ITEMS

**Masking Communications Campaign**  
 Lauren/Ruben/Carol

Lauren shared an update on the Masking Communications Campaign. GCACH was approached by the Benton Franklin Health District (BFHD) to help raise awareness of wearing masks among the Spanish speaking population. This campaign has been fully launched and is advertised on radio, television, and Facebook. The focus for this campaign is on Benton and Franklin counties for now, but will be soon expanding to Yakima. GCACH is working with Estakio Beltran of the Yakima Valley Community Foundation to see what current efforts are in momentum to ensure activities are complementary.

To assess the effectiveness, several measures will be analyzed including:

- Number of masks distributed
- Number of resources lists distributed
- Compliance among the community
- Number of partners added throughout duration campaign
- Number of COVID-19 cases reported
- Number of social media postings
- Number of press releases
- COVID-19 related hospitalizations and deaths

Ruben added that outreach has been made to educational institutions as well. Resources will be provided in the radio advertisement (e.g. WIN 211) and Ruben thanked Madelyn. Ruben inquired if WIN211 could track calls as one of the measures. Madelyn seconded that it is a good idea.

Questions and comments included:

- Joyce thanked staff for the hard work on the campaign. She asked what strategies are being used to reach out to employers of agricultural workers. Ruben noted that this campaign is targeted for all Spanish speaking people and it should reach that audience (anyone who consumes Spanish media, range of industries).
- Wes asked if Joyce had suggestions into penetrating that market. She shared that she hears a lot of the lack of communication with Spanish speaking population. This is a fantastic example of what we are achieving in our community. She also noted that she meets with the Commission on Hispanic Affairs and many Spanish agencies constantly note that information provided by the State or Health Department are rarely in Spanish. Joyce offered to send an invite to Ruben.
- Confirmation that the campaign runs through until the end of August. The group looks forward to the metrics at the next meeting.

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

<p><b>Assisted Living Facility Imitative</b> Lauren/Carol</p>	<p>Lauren shared an update regarding the Assisted Living Facility Initiative titled "Shine through for Seniors." GCACH partnered with Numerica to help get the word out about the need for supporting isolated seniors that live in Benton and Franklin counties. Donations are sed to send care packages to these organizations.</p> <p>She shared that promos started on television and radio, including NBC and KNDU. The radio and telethon will be on August 5<sup>th</sup> and 6<sup>th</sup>. We already raised over \$1,500 with the goal of \$15,000. Numerica will match up to \$1,000.</p> <p>Questions and comments included:</p> <ul style="list-style-type: none"> <li>• Madelyn noted that this is a good reminder to go like and share on Facebook to help generate traffic to the initiative</li> <li>• Confirmation that the campaign is live through the end of the week. Extension of the campaign will be reassessed if the goal is not reached.</li> </ul> <p>Joyce asked about an update on the COVID-19 survey, to which Ruben shared that the language is still being refined so that it accurately reflects the recommendations provided from the board and communications committee members.</p> <p>No further discussion.</p>
<b>ADJOURNMENT</b>	
<p><b>Adjournment</b></p>	<p>Meeting adjourned at 11:30 AM. Minutes taken by Chelsea Chapman.</p> <p>Recap of motions and GCACH next steps:        ✓ <b>APPROVED:</b> 2020-07-07 Communications Committee Meeting Minutes</p>

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