

National Community Committee
Communications Committee
April 11, 2011
In person meeting, Atlanta, GA

In attendance:

Chuck Connor: chuckrayconner@yahoo.com (Chair)
Katie Barnes: kateibarnes@unc.edu
Brittney Curtis: gnk2@cdc.gov
Catherine Bloomberg: cblumberg@sumtercountysc.org
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Candice Combs: ccombs@hospicebg.org
Liza Marron: marronl@vcohs.org
Jancie Zgibor: edcjan@pitt.edu
John T. Reid: john.reid@rit.edu

General Information

Notes of past meetings are available on the NCC archive.

Access information:

Website: www.cdc.gov/prc

Click on the Archive Link

username: nccmember

Password: Archive09! (case sensitive)

Call Information for monthly membership and communication committee calls:

1-866-830-1012

Passcode: 9805872

Meeting Notes

Chuck began the meeting with a recap of the major topics the committee has been working on since the meeting in Seattle in October.

- Facebook as an option to promote PRC projects to the general public is not viable option because of accessibility to the general public. On our previous phone conference we agreed that for the people we represent, we would continue to use print materials.

Development of a listserv for advocacy:

1. Important in light of possibly lost or diminished funding for health projects; would allow us to be politically involved and connected and provide support, particularly on budget issues
2. Would allow us to give our elected officials an idea of what the funding means to our community
3. For successful advocacy efforts, NCC reps have to know the budget issues and also the local

representatives; focus on social determinants of health

4. Members suggested various email based listservs and Facebook. Explore listservs/social media and report back on features of each for NCC wide advocacy efforts: Rucha: Googlegroups; Antonio: Yahoo groups and Jorge and Liza: Facebook. Report pros and cons, benefits, broadcast audience and greatest features.

Develop a concise orientation link for new members:

1. This issue is a priority for the committee
2. Need to get immediate information from PRCs and community organizations about who new members are: [Need to send a letter to PRC directors about the need to know about change in NCC reps ASAP](#)
3. Look at the PowerPoint, PPO document, workplan and minutes from the last membership call on the NCC archive to give new members an idea of what the issues are
4. Link for regional directors
5. Develop a link specifically for new membership
6. Jorge suggested we also include a list of who the members are and which committees they belong to
7. Based on the results of the survey, to determine how to get the best information on the archive and how to use it best
8. Rucha suggested using NCC members as mentors; Debra agreed that it might help lessen the load on regional directors, Chuck suggested maybe past chairs would like to take on the responsibility: [Chuck to discuss this with the leadership committee.](#)
9. [New members present at the meeting will report on the ease and accessibility of finding materials on the archive: Candice Combs and Janice Zgibor](#)
10. [Add to our orientation packet: NCC Special Interest Groups and Prior/Current NCC projects.](#)
11. [Katie and Chuck will work together to link documents to the existing orientation PowerPoint to make it interactive.](#)

Organization of tasks in the Communications Committee:

1. Jorge brought up the question of the goals of the communications committee. Since goals change from meeting to meeting it was generally decided that we will breakdown the goals into tasks for committee members to achieve (Tasks assigned from this meeting are highlighted in blue).
2. Members who are assigned tasks will complete and send to Chuck, who can send it out in a package in time for the next call. [For the next call on May 19, all materials to reach Chuck by May 13.](#)
3. Katie pointed to the two goals as mentioned in the workplan: 1) Annual orientation process of new members and 2) Develop a plan to promote PRCs that use CBPR successfully for community outcomes.

Promotion of PRCs that use CBPR successfully:

1. Templates from the implementation webinar that we can use. Materials to be reviewed. Communications Committee needs to be familiar with these and explore how we can use these to promote NCC work. Chuck suggests we take back the templates to CABs to explore possibilities of branding.
2. A copy of the materials was sent to the rapid responder at each PRC.
3. The documents available online are fixed templates. Brittany can send out editable templates in word, pdf or indesign formats. Email Brittany at gnk2@cdc.gov to request templates. Check accessibility; word is probably most accessible for most.

4. Brittany to put templates on NCC archive as well.
5. Janice described how all the materials generated from the partnership with the Pittsburgh PRC have the PRC branding.
6. Anything that has a CAB connection can have an NCC logo.
7. We need a newsletter or a sustainable way to have an exchange of information among NCC members. Liza suggested we use Facebook internally for NCC reps only, who have a higher degree of connectivity. Training might be necessary for members who are not familiar with the medium. [Liza will set up a trial page only for NCC Communication Committee members.](#)
8. Jorge suggested we make one page and make everyone administrators so everyone is able to post and make changes, and no single person will have all the responsibility. [Jorge will explore and report.](#)
9. Katie suggested we stick to one medium for communication: email groups or facebook for broader reporting.

Press Releases for promotion:

1. Template for a press release is needed: Katie offered to help with it from resources available to her. She suggested once the information on the media is received, we will determine the order of how to publicize it.
2. Who are we publicizing these awards to? Local NCC reps need to decide on a local target audience.
3. What is the national agenda for publicizing? Who are we sharing the information with? Who cares? What does that lead to? What is the consistency in messaging? What do people need to know about the NCC?
4. Katie suggested we link it to advocacy for the programs and send to local politicians, local community members and local media.
5. PPO adopted the PRC's definition for CBPR, and now both PRC and NCC have the same definition of CBPR.

Photo documentation:

1. Chuck and Katie provided background on the project: It started as a textbook project to document the work of communities through photos, where the funder would have paid for cameras and NCC would have gained a photobank of community pictures to use in NCC materials.
2. Members generally decided we should do this on our own, using standard equipment.
3. Chuck to send a sample of a photo release for people to sign so no legal issues arise later.

Budget for the Communications Committee:

1. What would we need money for? Printing newsletters, promotional materials, orientation packets, captioning videos, visual information etc. This would be for NCC members only.
2. Q: If we use PRC/NCC templates, would the PRC office help print them? Would the PRC office fund a newsletter with the CBPR award stories? Samples were printed by the PRC office but not sure the budget will extend to NCC. [Ask Sharrice for a budget.](#)
3. Brittany clarified that if the lifecycle of the piece was extended, then that will determine funding. NCC may have different communication needs, and Prc office open to exploring how they can help with those.
4. [We will be requesting \\$250 from the Fund Development Committee for printing needs.](#)

Additional notes of relevance on Advocacy from the business meeting and the PRC Directors meeting.

1. NCC formed an advocacy and education sub-committee to explore how we as a membership can address the current health policy discussions.
2. We will be connecting with the policy committee on how to educate people about proposed cuts, leveraging our power in the community and advocacy trainings and messaging for the community.
3. NCC members should educate their congressional delegation, congressional staff and within their communities about the work we do.
4. These were identified as tasks for community members in the Prevention and Public health Information update: NCC membership should help the communications committee identify sites that are advocating or supportive of issues of relevance to us. Many sites may allow us to sign letters, send emails or vote on these issues.
5. Explore: Connected Citizens: Knight Foundation for funding opportunities for NCC
6. Explore” www.healthyamericans.org for information about health legislation and effects of pending cuts.
7. PRCs should: 1) Communicate with the CDC as much as possible on the repercussions of budget cuts 2) Talk to members of Congress; specifically those on the appropriations committees.
8. Policy committee is: Identifying people on the appropriations committees, giving constituent PRCs solid asks to have direct conversations and discuss implications of cuts.