

National Community Committee  
Communications Committee  
January 20<sup>th</sup>, 2011

In attendance: Katie Barnes (UNC), James Bratton (PRC Office), Suzanne Randolph (UMaryland), Laural Ruggles (Dartmouth), Maribel Cruz (U Texas), Sharon Shad (U Mass), Rucha Kavathe (NYU), Chuck Conner (WV)

Agenda items:

**1. The Communications Survey done at the October Conference is still not collated so we do not have that information.**

*We will be contacting Sharrice White for an update on this.*

**2. Exploring the possibility of creating an NCC Facebook page.**

*This is an idea that came from our meeting in Seattle. It initially seemed like a natural course given the popularity of such social networking sites. The following are discussions that followed (notes by James):*

*Three ideas in support of the idea were put forward by Chuck and Katie:*

- 1. For PR purposes, to take advantage of another avenue for outreach (external communication). For example CCPH has a page and so do several PRCs, and CDC.*
- 2. To help new members communicate directly with NCC leadership, to ask questions and find out information (urgent NCC internal communication).*
- 3. To share things like newsletters and other news among PRCs (PRC Program internal communication).*

*James provided some information the idea of a Facebook page.*

- The CDC cannot establish, maintain, or monitor a page for the NCC.*
- CDC employees or contractors cannot open a Facebook account for the CDC or for CDC programs, so Sharrice (or anyone else in the PRC Program office) cannot create a page.*
  - The committee discussed the idea of writing a social networking statement of purpose and nominating a full-time social networking officer.*
- The CDC cannot sanction or support the page in any way, so the NCC would have to establish a page as an independent body and would have to make clear that the page is not officially associated with the CDC.*
- The PRC Program office will help the NCC write a disclaimer to put on a site if it decides to go forward with this project.*

- *If someone from the CDC posted a comment or other material, they would not be commenting from a professional position.*
- *The CDC does not impose any conditions or limits on what you might put on the page.*
- *The NCC can use the NCC logo for this and James will check about using the PRC logo.*

**Re idea #1:** *The committee recognized that many of the people they serve, support, and represent are not on the internet or would probably not benefit from an NCC social networking site as much as from something tangible. Call participants agreed that print material could be created for this purpose to share with constituents.*

*James said that the PRC Program office can put NCC information into new templates which can be co-branded (i.e. show the NCC logo and a local organizations' logo). These items can be disseminated electronically so that people can print them locally and the PRC office can create new information products for the NCC.*

*Katie suggested collecting communities' stories of prevention research in action and putting them into some of the new templates. James offered his support for this activity and advised that the committee should:*

1. *Define the purpose of this document.*
2. *Define the audience or audiences.*
3. *Create criteria that people can follow so they can submit useable content.*
4. *Decide the best format to present the stories.*
5. *Review and approve the final versions.*

**Re idea #2:** *James suggested that one way the committee could help new members communicate efficiently with NCC leaders would be to use email distribution lists. The communication committee could develop the lists and disseminate them, and reinforce the fact that this contact information is in the archive.*

**Re idea #3:** *Chuck pointed out that the NCC needs to designate a representative on the PRC Program's Communications committee. This liaison could initiate a discussion about how to share newsletters and other information through listservs or other channels.*

*James will let the subcommittee know the timeline for positioning project webinars in the first week of February and will discuss the webinar on the next call (February 17<sup>th</sup>).*

### **3. The PPO committee has made the decision that the PRC Program's definition of CBPR is the one the NCC will adopt:**

*CBPR is a joint effort that involves researchers and community representatives in all phases of the research process. The joint effort engages community members, employs local knowledge in the understanding of health problems and the design of*

*interventions, and invests community members in the processes and products of research. In addition, the collaborative is invested in the dissemination and use of research findings to improve community health and reduce health disparities.*

- 4. We still have not heard about funding for the Photo Documentation project and that may be later in the spring before we know anything.**

**Action items:**

- Identify an NCC member to be on the PRC Program Communications committee.
- Define a process to collect community stories to put into new NCC templates from PRC Program office.
- Create and promote email distribution lists to facilitate internal communication.
- Explore the process and tools needed to better orient new NCC members.

Notes by James & Chuck