



Communications Peer Group Minutes

July 22, 2020

Virtual – Zoom Meeting

Peer Group Members Present	James Jarrad – Fourth Street Clinic Amanda Robinson – Mountainlands Family Health Center
AUCH Staff Present	Beth Fiorello, Communications Manager Samantha Burfiend, Communications Specialist Rachel Craig, Legislative Coordinator
Review Immunizations “Mini-Campaign”	Beth Fiorello (AUCH) presented the marketing materials and advertisement plan for the immunizations campaign, including the following: <ul style="list-style-type: none">• The campaign will begin on August 3, 2020 and will run for the entire month of August.• Messaging, graphics, audio/video clips, and radio scripts• Print materials (customized for each health center)• Statewide advertisement plan through social, digital, and radio platforms• Tips for local level implementation at individual health centers

Additional Campaign Efforts	<p>Focus Groups</p> <ul style="list-style-type: none"> • James said they have used their advisory board • Amanda (Mountainlands) said they used one for a “movie ad” campaign and learned that word of mouth was more effective. • Beth said she hopes to implement patient surveying via ePSS. <p>Concurrent campaigns (chronic care, recently unemployed)</p> <ul style="list-style-type: none"> • Don’t put your health on hold • Stay home, stay healthy • Providing care, safely
National Health Center Week	Rachel provided an update on the NHCW masks AUCH ordered on behalf of interested health centers. The masks are scheduled to be delivered to the health centers who ordered them by the end of July.
Follow-Up Items	N/A
Next Meeting	Wednesday, August 26, 2020, 2-3pm