

LPHA Communications Meetings

November 10, 2020

Items and resources shared in the chat during the meeting:

- The state JIC (joint public information center) is a great place to share these community/county resources
- Thanksgiving Communication Graphics:
<https://publichealthcollaborative.org/resources/thanksgiving-graphics/>
- Great materials made by diverse media vendors for harder to reach populations:
<https://www.health.state.mn.us/communities/equity/funding/covidexamples.html>
- Social media and video produced by Minneapolis Health Department on resilience:
<http://news.minneapolismn.gov/2020/09/10/how-do-you-stay-healthy-and-grounded/>
- Hennepin has launched a mass media campaign this month, it's geared toward our residents but all are welcome to help amplify on social. Our campaign has been in the works for awhile, so unfortunately doesn't yet hit this timely message need around I/Q "self help." To see it/use it like us on FB @healthyhennepin and/or visit our campaign website: www.takecarehennepin.org
- Countryside Public Health has a designated PIO and communications staff member who is leading our social media and fact sheets that are shared on Instagram and facebook and out to our health and medical teams. We would be happy to share with our PH partners:
<https://www.facebook.com/countrysidepublichealth> or
<https://www.instagram.com/countrysidepublichealth/>
- From Washington County: <https://facethistogetherwc.com/>
- McLeod and Sibley County which is part of Meeker McLeod Sibley Community Health Service have used Community Health Workers to create videos for our Latinx population to talk about our testing event back in August which was very successful
- Bloomington Public Health has launched a new "Stay Healthy This Winter" campaign this week! Short URL: blm.mn/winter. Goal is to house any local content related to social, physical and mental well-being. Hashtag: #winterwellness
- I will say that some of our trusted healthcare providers have been willing to do video messaging themselves on ZOOM and then send it to us to put on social media and website.