

Memo

To: Board Members
From: Amy Abrams
Date: May 21, 2025
Subject: Public Relations & Outreach Committee Minutes – **May 14, 2025**

The Committee met for a meeting on Wednesday, May 14, 2025, at 11:00 a.m. Members of the public were able to participate by telephone, Zoom, or at the Grossmont Health District Conference Center, located at 9001 Wakarusa Street, La Mesa, California 91942.

Attendees: Director Gloria Chadwick, Chair
Director Virginia Hall, Member
Aaron Byzak, Interim Chief Executive Officer
Amy Abrams, Chief Community Health Officer
Kara Jacobsen, Communications Specialist
Ryan Purdy, Sharp Grossmont Hospital
Minola Clark Manson, Guest (via Zoom)

- A. Call to Order:** The meeting was called to order by Director Chadwick at approximately 11:01 a.m.
- B. Approval of Agenda:** The agenda was approved as posted.
- C. Public Comment:** There was no public comment.
- D. Reports/Discussion/Possible Action Items**
 - 1. Quarterly Reports
 - a) PR/Media Affairs Quarterly Report (Galvanized Strategies)

Interim CEO Byzak discussed recent District media coverage. There were 14 media stories with topics covering the Board of Directors' decisions and activities, programs, partnerships, awards, staffing decisions, notably related to the District's CEO position and the opening of the new District-owned Sharp Grossmont Hospital for Neurosciences. These stories reflect both proactive and reactive media efforts, including some follow-up media

stories from prior media efforts and community outreach. This report will be presented at the May 22nd Board meeting.

b) Digital Media Report (Kara Jacobsen, Communications Specialist)

Communications Specialist, Kara Jacobsen, gave a detailed overview of the District's use of social media platforms like Facebook, LinkedIn, and Instagram, for promoting health education, building stakeholder relationships, and for enhancing public relations. It was noted that the top viewing audience of District social media posts are women 35-44 years old.

Discussion also touched on tactics for maintaining engagement on social media platforms, since frequent posting does not result in higher engagement. The effectiveness of Facebook groups and the potential benefits of joining them on projects that enhance and support health and wellness in East San Diego County were also discussed, as well as the importance of timing and the effectiveness of video content. Ms. Jacobsen explained the use of paid reach on Facebook, with a geographic area targeted approach for people with an interest in healthcare. The Committee discussed the challenges of calculating return on investment in marketing and the value of personal stories.

Ms. Jacobsen discussed the Library's Facebook audience, which is primarily women aged 65 and above, who have the lowest health literacy levels. She is working to increase the Library's followers by promoting its resources and sharing health information.

2. Updates

a) Library Website Redesign

CCHO Abrams discussed the need for a website redesign, as the current platform and template are outdated and difficult to manage. The website redesign is in the budget and a request for proposal will be posted for the Library website rebuild. The Library website will be integrated into the District website, with its own URL. She also mentioned the launch of the Mobile Outreach Library, which has received positive feedback.

b) Communications Plan Update

Interim CEO Byzak gave an update on the communications plan process, which has been delayed until strategic planning and the new CEO process are completed. In the meantime, the District will move forward with a standardized approach.

The Committee discussed the success of the April 29th East County Health event and the need for a new partner story. They considered using the upcoming scholarships as a story, but raised concerns about listing minors' names for safety reasons. CCHO Abrams will look into a potential partner story about a past scholarship winner.

- E. **Next Meeting:** The next regularly scheduled meeting is on calendar for Wednesday, 2025, August 13, 2025, at 11:00 a.m.
- F. **Adjournment:** There being no further business, the meeting adjourned at 1:08 p.m.