

# Memo

**To:** Board Members  
**From:** Amy Abrams  
**Date:** February 21, 2025  
**Subject:** Public Relations & Outreach Committee Minutes – **February 12, 2025**

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The Committee met for a meeting on Wednesday, February 12, 2025, at 12:00 p.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  
Christian Wallis, Chief Executive Officer  
Amy Abrams, Chief Community Health Officer  
Ryan Purdy, Sharp Grossmont Hospital

- A. Call to Order:** The meeting was called to order by Director Chadwick at approximately 12:05 p.m.
- B. Approval of Agenda:** The agenda was approved as posted.
- C. Public Comment:** There was no public comment.
- D. General Issues/New Business**
  - 1. Monthly Outreach & Engagement Report (to move to quarterly reporting)

CCHO Abrams presented the new quarterly Monthly Outreach & Engagement Report. She shared links to recent media mentions and told the Committee that Karen Pearlman's article about the health pathways program in the San Diego Business Journal was not published on February 10, as expected. She will let them know when it is printed. She also provided a summary of community engagement activities since January, which included an educational presentation on senior isolation at the San Diego Women's Foundation. A suggestion was made for CCHO Abrams to provide this program to other cities in East County. She welcomed that idea and asked for those opportunities be sent to her. She was asked about the status of the FBI scam prevention initiative, but at this time, no one has reached out to schedule. After a

discussion of the successful Grossmont Union High School District Health Career Panel, Director Hall mentioned she tripped over a parking block when leaving the event. CEO Wallis stated he will bring this matter to the Facilities Committee and recommend shifting or removing the concrete blocks to address safety concerns.

Lastly, CCHO Abrams updated the Committee on awards and recognitions. This included information regarding the Grossmont Union High School District and its recent additional award for the Health Pathways Program.

Upcoming social media themes and updates to the website were previewed. Beginning in May, Kara Jacobson, Communications Specialist, will provide a quarterly digital media update.

## 2. Galvanized Strategies

### a) PR/Media Affairs Report (Aaron Byzak, Galvanized Strategies)

CEO Wallis gave an update on the creation of a comprehensive communications plan. The consultant, Aaron Byzak, has created a thorough ten-section template that includes a section on crisis communication. CCHO Abrams and CEO Wallis will collaborate with the consultant to use the template in order to complete the communications strategy plan.

### b) Communications Strategy Survey: Draft

CEO Wallis discussed the need for a survey to gather Board input on communication preferences and priorities before getting too far into creating a full communications strategy. With Board approval, a communications strategy survey will be sent to the Board through Survey Monkey. The Committee emphasized that the survey should be for the benefit of the consultant, not for the Board to dictate the direction of the policy. It was suggested that the survey be modified to allow the Board to prioritize their responses, which would help the consultant better understand their needs. CCHO Abrams will relay this feedback to the consultant, including prioritizing three top choices for multiple-answer questions and separating social media platforms into a distinct question. In addition, she will inform the consultant that survey responses should be consolidated and used for his research, and not be returned to the Board for their review.

- c) Communications Plan Development: Update (Aaron Byzak, Galvanized Strategies)

*(Mr. Aaron Byzak was unable to comment, as he did not attend the meeting.)*

- E. **Next Meeting:** The next regularly scheduled meeting is on calendar for Wednesday, May 14, 2025, at 11:00 a.m.
- F. **Adjournment:** There being no further business, the meeting adjourned at 12:30 p.m.