Strategic Communications Workgroup

April 9, 2020
9:30 a.m.
Key Partners Call Agenda

Strategic Communications Workgroup Goals:

1. Distribute fact-based information in English and Spanish to community members via identified channels.
2. Develop method for communication between Key Partner entities.

Agenda:

1. Welcome and General Updates
2. Calendar Update
3. First Enewsletter Feedback
4. Discussion of Enewsletter Issue 2
   - Content
     o Shelter In Place
     o Essential employees – how to stay safe (content?)
       - How to make a mask
     o Hospital Capacity/PPE
     o Food Insecurity
     o How to support small businesses (beauty and barber shops)
5. Discussion of Enewsletter Issue 3
   - Content
     o Shelter In Place
     o Emotional, Mental and Physical Health – who can provide?
     o Video/Infographic about flattening the curve/why that’s the focus
     o Church meetings dos and don’ts – who can provide?
     o Senior hours at stores (listing of when/where)
6. Updates from Workgroups
   - Social Services and Education Assistance
7. Information Needs
   - Future content idea
     o Tips/video for safely bringing in groceries/takeout to your home
     o Address immigrant community concerns – who can provide?
     o Commencement updates
     o Videos featuring mayor/city staff from communities outside of Waco
8. **Wrap Up – Next Meeting Date:** Monday, April 13\textsuperscript{th} @ 9:30 a.m.