



To: Mendocino Coast Health Care District Board
From: Michael Terris & Robin Gerrity, Props & Measures
Date: July 25, 2024
Re: Communication & Outreach Update

MCHCD Website Update

- Working with Agency Administrator to revamp the organization website to be easier to navigate. This includes reorganizing the layout, reducing duplicative posts and pages of information, creating pages to provide MCHCD updates and showcasing current activities and activities of the District.

Community Outreach Meetings

- Summary of information received at the March – May community meetings will be posted to the MCHCD website when webmaster has completed current round of edits.
- In discussion with Agency Administrator about next round of community outreach meetings and the need to continue to reach out to the underserved population in the District and the Latinx community. Working to identify the best way to connect on a regular basis to continue information sharing and the opportunity to hear from the community.

Social Media Outreach

- Continue enhancing social media presence with graphics and MCHCD information and activities.
- Incorporate information that Adventist Health has shared via social media into MCHCD social media posts.
- Did You Know? Series – Creating informational posts about MCHCD and AH

Ongoing Communication Projects

- Create an email template to send a board meeting informational update following each monthly Board meeting.
- Support 2030 Committee and MCHCD outreach efforts for a five-year Facilities Maintenance Plan and other facilities and health services improvements.
- Assist Agency Administrator with agency reports, such as the Annual Report, Board Handbook and other materials.