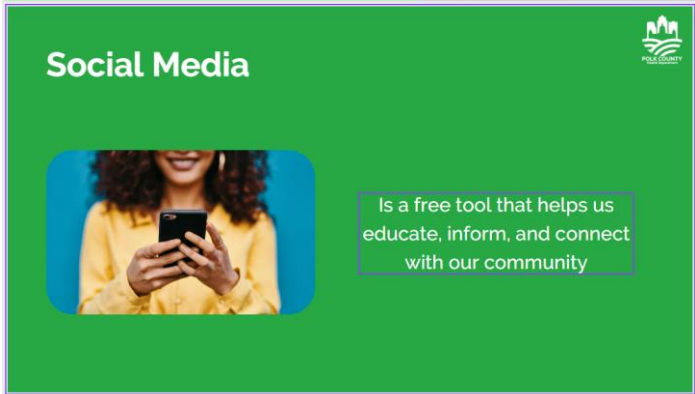
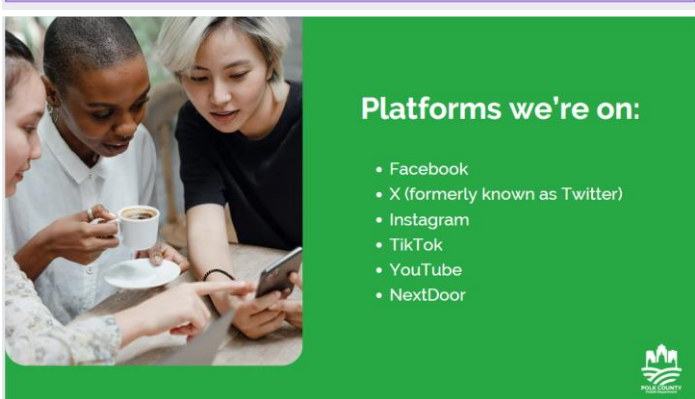


Polk County Advisory Board of Health Minutes

November 17, 2023

Member present: Reylon Meeks, Anne Bacon, Thomas Newton

Members Absent: Jennifer Olson, Simon Gellela

Agenda Items	Summary
<u>Approval of Minutes</u>	Board minutes from September and October approved.
<u>Director Update</u> <i>By Helen Eddy</i>	Harm reduction kit update
<u>Deputy Director Update</u> <i>By Mandy Penning</i>	Back in July our FEP coordinator, for Central Iowa Healthcare Coalition, left the coalition. We kept that position open because we did not know what will happen with the state reorg. It has been decided that Polk County will house the new FEP coordinator. Position will hopefully be posted sometime in January.
<u>Social Media & Public Health Communications</u> <i>By Madisun VanGundy</i>	 Social Media and Communications Update Madisun VanGundy she/hers Public Health Communications Officer  Social Media Is a free tool that helps us educate, inform, and connect with our community  Platforms we're on: • Facebook • X (formerly known as Twitter) • Instagram • TikTok • YouTube • NextDoor

Reach and Followers

Facebook: 16,174 followers
 Instagram: 1,697 followers
 Twitter: 4,096 followers
 TikTok: 86 followers
 YouTube: 32 subscribers
 NextDoor: (Based on neighborhoods)

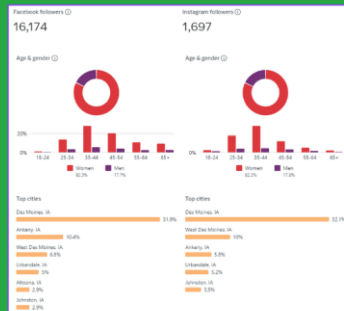


Audience

Facebook
 84 % women and 18% men

Instagram
 82% women and 18% men

Top City
 Des Moines



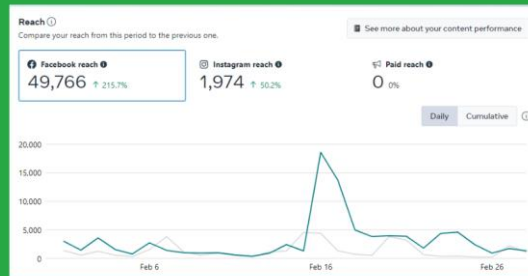
Audience

X
 Analytics are being worked on

TikTok and Youtube
 Not enough followers for analytics
 After 100 followers, audience analytics are available



Engagement



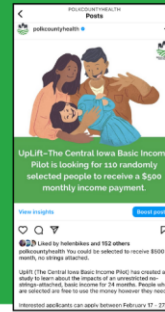
Top performing post of 2023

- Engagement: 45,518
- Reactions: 663
- Comments: 134
- Shares: 303
- Link Clicks: 4,300



Top performing Instagram post in 2023

- Engagement: 1,256
- Reactions: 153
- Comments: 1
- Shares: 147
- Saves: 22



Top performing tweet of 2023

- Engagement: 7,9000
- Likes: 4
- Retweets: 7

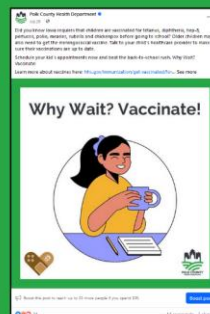


Top performing TikTok of 2023

- Number of plays: 2,857
- Likes: 158
- Comments: 7
- Shares: 4
- Saves: 3



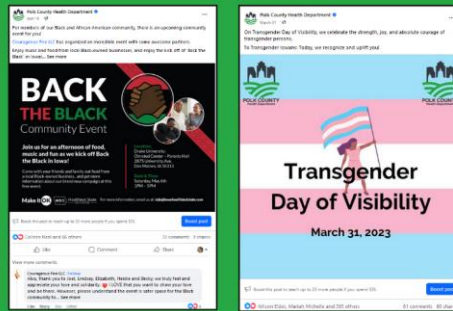
Educate



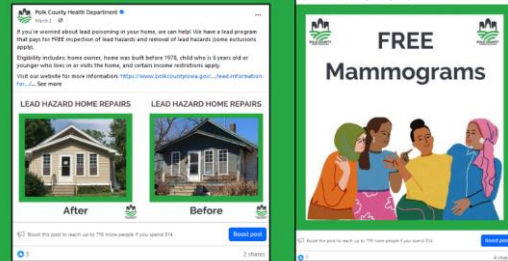
Inform



Connect



Programs



Brand Awareness

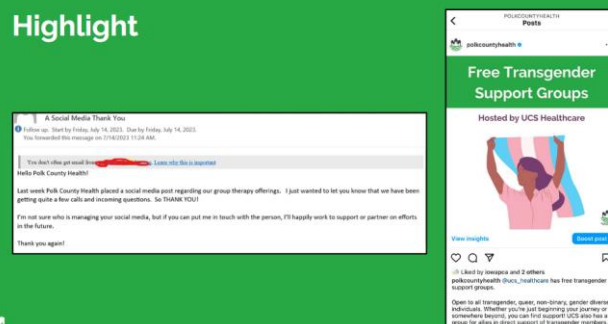
- Cohesive brand look in imaging

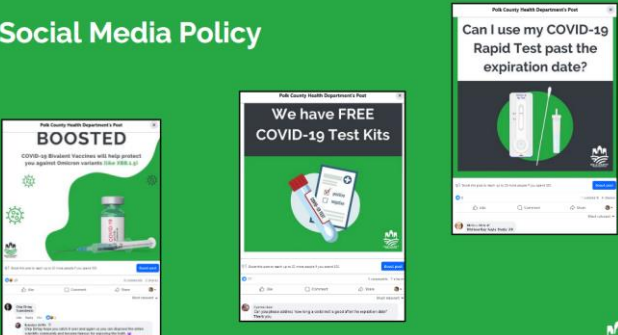
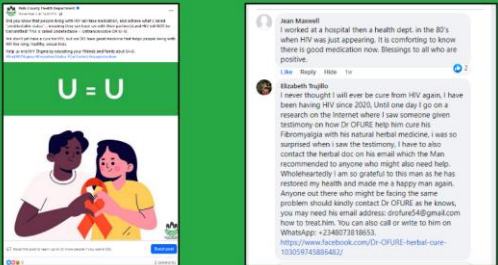
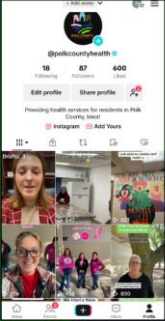


Diversity



Highlight



	Social Media Policy  Social Media Policy  Focus and Goal for Next Year - Increase TikTok following by 35% - Target 14-24 year olds - Half of new STI cases are among 14-24 year olds  Communications Channels - Press List and Media Contacts - JIC (Joint Information Center) - JIS (Joint Information Systems) - Refugee Contacts - Community Partners 
<u>Program Updates Disease Prevention</u> By Kari Lebeda Townsend	- Kari was off. - Helen reported that we are monitoring the waste water for Polk County. We are seeing an uptick in COVID. Franny, in from our team, is working with Des Moines Water Works about adding influenza and RSV to the monitoring list.
<u>Committee Member Comments</u>	None
<u>Public Comments</u>	None
<u>Adjournment</u>	8:57 a.m.

Next Meeting December 15 at 8:30am

Others present:

Helen Eddy, PCHD

Mandy Penning, PCHD

Heather Flaherty, PCHD

Andrea Petrovich, Asst. County Attorney

Madisun VanGundy, PCHD