

Lighten Up NH! Meeting
2/16/07
Merrimack County Office, Boscawen

Present: Val Long, Colette Janson-Sand, Martha Judson, Brenda Carey, Helen Costello, Debbie Luppold, Charlene Baxter, Julia Peterson, Debbie Cheever, Scott Estle, and Karen Balnis

- A** March 23rd Changing the Scene Conference. Conference registration materials were distributed. Val will send registration materials to 4-H and Family & Consumer Resources staff.
- B** NH Public TV – Live Fit NH Project. Charlene reported that she and Val met on January 17th with the Live Fit NH Project staff to discuss collaboration. NH Public TV's project ends in December and they're willing to fold some of the elements of their project into our Lighten Up NH! Project. They're doing on-line surveys and they will share their data. Has a good calendar function.
- C** New LUNH Staff – Introduced Scott Estle and Karen Balnis
Both Scott and Karen talked about their backgrounds.
- D** Web site – Charlene and Val met with Davis Advertising, Worcester, MA. Davis Advertising will be joining us at the March 9th meeting.

Web site Design

1. Make it clear from the beginning where professionals go and where consumers go.
 2. Want to know what's available in our home area, what's going on with physical activity and nutrition. One-stop shopping. Use a map and click on the map.
 3. Dropdown menu with towns within the county (and map).
 4. Calendar of events – is the onus on the town or entity responsible for keeping info.
 5. Look at results of question #2 from survey (content).
 6. Lighten Up NH! – use double meaning.
 7. Research available about perceptions and images – What will bring people in?
 8. Research - fitness - who is fit?
 9. Pictures on the home page.
 10. Simple motivational sentences on the home page.
 11. How to get families moving.
 12. Peer and professional support – dialogue section.
 13. Information about how to make a change – stages of change quiz.
- E** Look at ideas from charette and surveys.

- F** What are the outcomes that we expect to accomplish with the web site? What do we think, feel, know, and do? Julia lead us through an exercise to identify items under each of these issues.

Health Professionals – we want them to:

Know

Where patients can find physical activities and their costs/location/dates such as:

- Walking paths and clubs
- Races
- Gyms/studios/etc.
- Community adult education
- Town recreation offerings
- Indoor pools/facilities
- Youth/school programs
- Trails – hiking, cross-country

Feel

The site is.....

- Credible
- Easy to use
- Reliable
- Up-to-date
- Relevant
- Personal
- Confident at programs

Know

- Where patients can go to find nutrition info support – local, general
- Stages of behavior change and how to apply them
- How they might influence/motivate/inform their patients (e.g. Elliot Hospital)
- What recommendations are appropriate for each change stage
- Latest research findings about behavior, nutrition, fitness
- Where to locate other professionals working on similar issues – locally, state-wide, and regionally

Do

- Refer patients/clients to resources on the site
- Offer feedback – print materials, handout promos
- Join Alliance

Consumers

Know

- Where local physical activity opportunities are
- Others have been successful with this resource
- Local resources for nutrition info
- General nutrition info
- Where to locate support for lifestyle change
- Acknowledge their own change stage
- Benefits of healthy diet and activity
- Setting realistic goals
- How to evaluate nutrition and activity programs and services

Feel

- Welcome
- Supported
- More likely to change
- Motivated
- Realistic
- Positive
- Compelled to return
- Safe

Do

- Print info and use it
- Go to links
- Read pages
- Increase participation in local activity and nutrition programs
- Provide feedback
- Report changing at least 1 eating or activity behavior
- Return to web site
- Refer others
- Set intent to change a behavior

G The Power of Three – Charlene spoke about the last chapter in “Mindless Eating” and The Power of Three (pp 213-219). We can use the methodology of The Power of Three on the web site.

H Special meeting March 2nd, organizing meeting with Scott. Will be held at the UNH Cooperative Extension office in Boscawen.

Next Regular Meeting – March 9th, Boscawen, NH