

Minutes from Lighten Up NH! Committee
March 9, 2007

Attending: Val Long, Colette Janson-Sand, Martha Judson, Terri Schoppmeyer, Kathey Schader, Sue Cagle, Patricia Halpin, Brenda Carey, Debbie Luppold, Charlene Baxter, Julia Peterson, Debbie Cheever, Scott Estle, and Karen Balnis

A. What must this site do? What problem are we solving? What are our short and long term goals?

Mission Statement:

To identify, organize and integrate the great diversity of human, educational and environmental resources involving obesity prevention and reduction in New Hampshire.

To Help New Hampshire individuals and communities improve their health and quality of life through healthful eating and a physically active life style.

Website Goals:

1. Preliminary Release Date: Late May
 - Need a prototype for Charlene to demonstrate at a meeting in late May
 - Also to be previewed at NHDA meeting May 24
2. To see a change in behavior of NH residents
3. To promote:
 - Awareness of site
 - Contributors to site
 - Collaborate between organizations
 - Repeat users: Must be easy to use
4. To become the first choice site for NH residents
5. Karen read her impressions of goals, others concurred
 - Health professionals and providers of services will use the website as a resource in guiding their choices for offering programs to their community/patients/audience.
 - Service providers will share ideas and learn from each other
 - Consumers will find nutrition or fitness opportunities that suit their needs
 - Consumers will access the site repeatedly as a source of motivation.
 - Consumers and service providers will access the site for reliable information about issues of weight management, nutrition, and physical activity.
6. To be a resource that supports the goals of Healthy People 2010
7. To become the community connector; “neutral convener”

Alliance Goals

1. Message: We can be more effective and efficient as a group!
2. Julia described her experience with a collaborating group – they had a mandate from the town which clarified their goals.
3. Get people and organizations to BUY IN to this message

DISCUSSION:

1. Do we have a mandate from anyone?
 - a. Information from the design charrette
 - b. DHHS survey
2. Are there financial barriers or turf issues?
3. HNHf has funded themselves to establish a statewide obesity plan- action steps
 - a. RFP for someone to facilitate this plan
4. Make sure that CE identity linked with LUNH

B. Who are the users? Who is our Target Market?

Professionals (providers)

Health care:

Doctors, Nutritionists, Dentists, Nurses /
Nurse Practitioners, PT and Trainers

Education

Schools: Food service, school nurses,
administrators, teachers, guidance
counselors

Child care providers

Local and state agencies and organizations

Park and Recreational Department

WIC and Head Start

Human service providers

Town planners

Legislators

Individuals (consumers)

Parents - Adults

Children

Adolescents

Senior citizens

People with obesity

All consumers

C. What do users want/ need on the website?

HOME PAGE

1. Entry points to site for:
 - a. Consumers: what term to use? Citizens, NH residents: **Individuals**
 - b. Adults, teens, children, (later added seniors)
 - c. Health professionals and other service providers: **Professionals**
 - d. Alliance members
2. About us- who are we and why
 - a. UNH-CE logo and information
 - b. Funding from HNHF.
 - c. Logo and TAG line followed by “learn more..
 - d. Fine print- terms and conditions.
 - e.
3. Questions- How can we help you?
4. Calculators- tool kit page?
5. Indexing- navigation tabs; (See below under 1st level navigation)
6. Tip of the day or week
7. Alliance section
 - a. Do we want to require a Log On – maybe encourage they add us to favorites instead
 - b. Membership- need to explain benefits
 - How can they use resources? For others: clients, etc. For self!
 - c. Alliance update
 - d. Success stories, best practices: peer to peer section.
 - e. Tip and professional newsletters
8. Contact us- email questions?
9. link to search and site map

SITE MAP: 1st Level Navigation

1. Calculators
2. Alliance websites- Partners
3. Food and Nutrition
4. Exercise and Activity
5. Learn from others- Forums/stories/FAQ – Have a section on this for individuals and for professionals
6. Geographic Areas- MAP
7. Recreation- maybe subhead under both Geo. Areas and Exercise

8. E.Newsletter
9. In the news...
10. Professional Reference or Resources Research
11. For Professionals -- how to engage pt's in weight management activities **check out Elliot hospital program on this
12. SCHOOLS – not sure how this will fit in but can't forget it

D. Continued with an activity on site map planning: See attached

E. Next steps:

1. Scott is meeting with Davis Advertising next week, hopefully Karen can attend
2. Tentatively hold afternoons of Fri, Mar 30 and Fri April 6 for next meetings.