

## LIGHTEN UP NH! COMMITTEE MEETING

June 15, 2007

Attending: Brenda Carey, Sue Cagle, Helen Costello, Kathy Schader, Martha Judson, Val Long, Colette Janson-Sand, Charlene Baxter, Deb Cheever, Julia Peterson, Debbie Luppold, Scott Estle, Karen Balnis

### INTRO AND ANNOUNCEMENTS

1. Committee members presented feedback and discussed use of Basecamp site.
2. Charlene presented America On the Move:
  - They have developed a database for states (Ext) to use. Allows someone to track class participants' progress, eg counting steps/day. CSSRES
  - How might NH use this? How would this interface with Walk NH?
  - Partnership for working with people who don't have internet access.

**ACTION:** Val will share with HEAL subcommittee. Charlene will send test site. All to take a look at the AOM and see how we might be using it.

### TIMELINE:

1. Test period for live site in starting September 3 so that we can get feedback before Oct 15 HEAL conference.
2. Oct 24 presentation at NH Public Health Association
3. Need to get information on the site: will work on this when we split into subgroups

### NAVIGATION CHANGES:

1. Scott shared research on web usability: *Prioritizing Web Usability* by Jakob Nielsen and Hoa Loranger
2. Colette shared article on website success
3. Conclusion: We need to put effort into setting up the site so that visitors can better navigate and find the information that they need. We'll be able to get feedback on this during the early Sept test period.
4. Tabs: What about the names? People don't read websites – all they do is scan.
  - Healthy Community's – how would we say this in a simpler way, direct, is this to be divided up among the tabs. Community Changes, Community Action, Environmental Impact or Constructs, Policy and Community Involvement ... Healthier NH, Community Enhancement, **Healthier Communities**
    - a. This may be more related to professionals but we don't want to exclude grassroots participation
    - b. We want people to collaborate so hopefully competition won't be an issue
    - c. We will need to educate, market to land use planners, etc.

- d. What kinds of things will this area include?
- ✓ community profiles
  - ✓ community design
  - ✓ school wellness policy
  - ✓ land use
  - ✓ public policy
  - ✓ what can I do?
  - ✓ public planning
  - ✓ livable walkable communities
  - ✓ Healthy People 2010, 2020
  - ✓ media
  - ✓ demographic trends
- Motivate me: should we move this so each section has a motivate me section?
    - a. Success stories, barriers, bmi,
    - b. Keep the Motivate Me tab
  - Change other tabs to **Food and Nutrition** and **Fitness**
5. We need to change or add to the tag line.
- What is the benefit to the reader:
  - Find health in your area
  - What does the site do for them
- ACTION: Committee members can propose description on a writeboard, address this later.
6. Other comments/suggestions
- Business card information, move to less prominence,
  - Age related information: this is perceived as related to aging
  - Ask a professional: is there liability there, is there concern about competition
  - Disclaimer
  - Search site, vs search web: Developing keywords – search strategies
- ACTION: Scott will revise and send suggestions to Gretchen at Davis.

#### SUBGROUP TASKS

We divided up into subgroups and each group worked on the “homepage” for their topic. Drafts were reviewed by Scott and Karen and will be given to Gretchen so she can code the site.

Next meeting Friday July 20 from 9-12, Boscowen. Meetings are scheduled every 3<sup>rd</sup> Friday through December.