

# LIGHTEN UP NH! COMMITTEE MEETING MINUTES

July 20, 2007

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

## INTRO AND ANNOUNCEMENTS

1. Charlene reviewed her meeting with HNHfoundation. She met with Sandy Van Scoyoc and shared our progress. Expect to have something to show at HEAL conference. Will ask for feedback at that conference. Want to have feedback page on the website for the attendees at that conference to use. They are pleased with our progress. They gave indication that we will present to the entire conference (rather than a small subgroup.)
  - a. Charlene's take-away: this was an endorsement of our work, some pressure to get this compiled and move forward to the next level quickly.
  - b. Need to make some decisions as far as prioritizing work for committees – make final decisions
  - c. Val – important that we are part of HEAL conference. Statewide obesity plan sees us as integral part of their process. We need to make an imprint of what we will be.
  - d. Expect us to provide the best of the best, for information. Filter out the noise - --especial as a resource for professionals.
  - e. Don't forget schools – phys ed, school nurses, FS, principals
2. School food service – discussion of the challenges of Wellness Policies and school foodservice environment.
  - a. maybe have a student review wellness policies for schools
3. America On the Move:
  - a. Charlene: They have developed a database for states (Ext) to use. Allows someone to track class participants' progress, eg counting steps/day.
  - b. (CSSRES – cooperative state research education and extension service – federal umbrella for Cooperative Ext)

ACTION: We probably want to link to this site, think about how local groups can use it.

## TIMELINE:

### NAVIGATION CHANGES:

1. Scott updated – many of the editing changes can be made after Davis is done with coding. Davis should have the site to us in about a week.
2. Need to get content for the existing pages (activity for subgroups today)
3. Scott needs to get the information from the groups and/or subcommittees
  - a. how will these look
  - b. who will be listed in the inventory? Consider legal risks
    - i. allow all interested and qualified – how do we define qualified
    - ii. make clear to users how info is gained, what is our selection process? - - what do people infer...
    - iii. Ron R (university lawyer) will write disclaimer

- iv. use certifying policies when available – have info about what the certification means, maybe a list of what to ask
- v. non-profit doesn't make a difference

ACTION – start with hospital programs, credible and certified or licensed professionals, build other programs in as we build the site.

- 4. Val pointed out that we also need to have balance between pages – consistent appearance, balance of information
- 5. Database information:
  - a. Scott needs the information and for us to decide the headings that people will search with
  - b. Narrow the criteria at the beginning, we can add another category later
  - c. Some of this will be clearer when the decision has been made on the database to be used

### LOGO

- 1. Scott presented the logo designs
  - a. Apple
  - b. person -- this is the one we selected
    - i. like this one but where is the nutrition?
    - ii. we need to make this decision
  - c. butterfly
  - d. does it need to be trademarked?

### REPORTS

- 1. Alliance – have information on Basecamp, membership application
- 2. Physical activity – have been gathering resources, not put into the database
- 3. Professionals – gathering resources, will code for which audience,
- 4. Nutrition – divided into counties, gathering information, question of whether things need to go into the spreadsheet, time to type is an issue
  
- 5. Linking to other sites – we need to make sure these are going to be kept up to date
- 6. this can save us some work eg state farmers market list
  - a. differentiate listings with lots of entries and listings that can easily scanned through
  - b. look at whether outside sites are searchable by counties

### SUBGROUP WORK

Develop appearance of the home page for each sub heading

Meeting adjourned.

Next meeting Friday August 17 from 9-12, Boscawen. Meetings are scheduled every 3rd Friday through December.