

Lighten Up NH! Meeting
12/21/06
Merrimack County Office, Boscawen

Present: Sue Cagle, Colette Janson-Sand, Val Long, Helen Costello, Debbie Cheever, Martha Judson, Terri Schoppmeyer, Debbie Luppold, Charlene Baxter, Julia Peterson, Patti Halpin.

1. Introduced and welcomed Sue Cagle – her area of expertise is parenting, an important area for implementation of Lighten Up NH!

2. Position Description

- Val handed out a draft of the position description and the committee discussed who this person reports to.
- Vetting of information for web site – develop a protocol to utilize expertise of committee members for nutrition and physical activity.
- Do not have to advertise position externally because it is a temporary position.
- Send revised position description and cover letter to the committee and they can send to people who have identified they are interested. Ask for cover letter and resumes. Val will do cover letter that asks for; web sites created, marketing materials, examples demonstrating proficiency in Adobe Contribute, In Design. Get out by January 2nd. Ask people to respond by January 17th.
- We will have a UNH dietetic intern working on this project, there may be two other UNH students (8hr/wk) and undergraduate student (4hr/wk.)
- Colette brought up the fact that Catherine Schader, RD would like to join the group (a student of Colette's) the committee agreed that she would be an asset.

3. Web site/IDTE

- Charlene reported that she has been approved to put obesity or obesity education on the front page of our web site – this button would link to the Lighten Up NH! Web site.
- Purchased “lightenupnh.org” as the web address.

4. Survey Results – Thus Far (handed out results)

Important points from surveys

- Ease of finding information.
- Reliability, accuracy.
- Needs to be up-to-date.
- A lot of groups working on obesity prevention and they may not want to play.
- Have to highlight the advantages and benefits of working together.
- Professionals wanted to have their links put up as links.
- Ease of use, quick.
- Want things that are realistic, things that can be incorporated into ones lifestyle.
- What benefit would involvement in the Lighten Up NH Alliance be, that current involvement in other obesity efforts do not duplicate.
- Make changes incremental and doable.

- Help consumers work with their MD to accomplish goals.
- Elliot Hospital has a training program for pediatricians to deal with some of these issues.
- Nurse practitioners also are the key.
- Develop a chart/questionnaire to query about lifestyle habits – that could be on the digital medical record.
- Marketing important brochures.
- Sandi Van Scoyoc got a call from Business NH as a result of PR on LUNH grant. Charlene talked with Business NH for an article.
- Consistent message.
- How do we manage commercial projects/interests, look at UNH CE policy for the web site and the issues of endorsements (look at Cornell's web site.) Can invite Holly to clarify.
- Make two copies of all individual surveys.
- Helen will do a content analysis of the revised completion and look for common threads.

5. Statewide Conference

- Work with HNH foundation, suggested speakers: James Hill, Brian Wonsenk.
- Invite groups like NHDA in fact make it their fall meeting. Could hold conference at the Center of NH in Manchester.

6. NHPTV

- Life Fit NH initiative. Have done three one hour shows. Will be repeated. This is a series of 12. Charlene has a meeting scheduled for January 17, to discuss collaboration.

7. Logic Model

- Reviewed and revised the logic model. Julia Peterson brought us through the process of this revision.

8. Alliance Membership (do letterhead)

- UNH Nutrition faculty are very interest in being part of the Alliance. Tom Kelly and Office of Sustainability want to be involved.
- Need to also contact the UNH Department of Recreation and Tourism and Kinesiology, Nursing, HMP, OT.

9. Patti mentioned that Dartmouth-Hitchcock is doing a hand-held computerized research project on teen eating habits.

- Go to Hannaford web site to look for who developed the questionnaire and see if we can look at the research.

Next meeting date:

January 12, 2007 from 8:30 to 11:30 at the Boscawen Office