

# LIGHTEN UP NH! COMMITTEE MEETING MINUTES

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February 15, 2008

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

## UPDATES AND ANNOUNCEMENTS

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1. Coordinated School Health - posting documents
  - a. How can we post health fair documents
  - b. Would like to link to their individual sites/programs
  - c. Martha will get info from Alliance sub-group and propose what we can do to them
  
2. Alliance members – subgroup met earlier this morning  
Can we provide them (individual members or local coalition groups) with a page on the site?
  - a. Stay NHealthy
  - b. Coordinated School Health
  - c. Exeter YMCA
  - d. Guidelines:
    - i. Members of the alliance
    - ii. Non profit
    - iii. Type of info available – update and use
  - e. Who would update and post? “owner” of the page, our clerical person?
  
3. The eyes of the site – suggest what can be updated
  - a. Charlene has asked Peg Boyles if she will fill this role. She will pass the feedback to Scott and Karen
  
4. Site testing: Andrea Talbot will be doing some testing on the usability of the site. She will sit with people and observe how they navigate the site and respond to various questions, eg. “how would you find ...”

## WEBSITE WALKTHROUGH

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1. Scott showed updates to site – discussed work that is being done “behind the scene” that isn’t visible as changes but will make the sight easier to update and more comprehensive in the future
  - a. Database function
    - i. Helpful people and places – can update through a form
  - b. Movable type
    - i. People can submit info or comment
    - ii. Is a way to archive material – set a listing
  - c. Calendar
    - i. How are we going to use this
    - ii. Dietetic intern work to get the calendar populated
    - iii. May want to have different calendars for dif sections

### DISCUSSION

1. Issues about finding the Alliance page
  - a. New tab? Easier to direct people there
  - b. Should Andrea ask people how they would find the Alliance
  - c. More direct access through Professionals
  - d. Scott to add site map, add Tab for Alliance
2. What happened to the map on the home page to lead people to things to do in NH?
  - a. This hasn’t been dropped
  - b. Working on smaller data bases to work out the issues
  - c. In-depth project -- Scott will check in with Steven Judd
3. Alliance – committee members should join
  - a. Need information on alliance member profiles
  - b. May we contact for profile information to post on our website – photo release
4. Ask an expert – need to do more of these

## MARKETING

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1. LUNH was on CE site home page – dropped that article but logo is now accessible on other pages
2. Ad council PSAs are being played – have LUNH contact
  - a. Miss Smarty – where on the site should these go
3. E newsletter – Extension has an E newsletter software constant contact
4. Events –
  - a. Martha – we have a big exhibit but we may not be able to always use the big one, need smaller pieces to add to steering committee exhibits
  - b. Smaller version – 11x17 with Plexiglas stand, bookmarks, folders
  - c. Scott will check with local printer
  - d. Do we need a marketing subcommittee – marketing plan
5. What is coming up –
  - a. Growing up Healthy – March 19 – Charlene will check on Exhibit
  - b. Martha school health groups – not the big display, bookmarks
  - c. Annual Ext conference
  - d. DCYF, ADA, Changing the Scene conference April 10, School Nutrition Assoc Conf in May, Building Blocks Aug 13, ?? Governors council on PA and Health.

## STRATEGIC PLANNING

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6. March meeting – recruiting members to steering committee
  - a. Get more involvement from natural resource people
  - b. Former healthy lifestyles committee
7. For April - Training to set up pages – have Peg help people out with this
  - a. Also, legal issues about the web

Next meeting Friday, March 21 in Boscawen 9-12