

Lighten Up NH!

Meeting Minutes

April 14, 2006

NOTE: The next meeting of Lighten Up NH! Committee is May 19, 2006 from 9:00 am to 11:00 am.

Present: Colette Janson-Sand, Valerie Long, Joanne Knowlton, Brenda Carey, Debbie Cheever, Helen Costello, Charlene Baxter, Dr. Travis Harker, Debbie Luppold, Julia Peterson and Martha Judson

1. Plan of Work

Charlene reviewed the Healthy Lifestyles POW and will talk with Lisa Townson about the elements it includes that should be taken out (because they are written into their POW's.)

2. Statewide Obesity Activities Impacting Out Initiative

Tammie Martin, Chair of the NH Healthy Schools Coalition, no longer works for UNH. This separation impacts the work that the NH Healthy Schools Coalition will be doing in the future, as will funding to the Coalition. UNH has returned some of the funds awarded to Tammie and the Coalition and it is unclear what will happen to both the projects and data collected. In addition, there are other obesity efforts springing up around the state and the State Department of Health and Human Services is interested in developing a statewide obesity plan. Events should continue to unfold through May and June. Step it Up Seacoast has developed a neighborhood walking program is going to start focusing on nutrition. NH Celebrates Wellness is not being funded anymore and will apparently disband. UNH Cooperative Extension will help support existing wellness teams.

Note: We still have to continue to refine the last of potential Alliance Members.

We described our Lighten Up NH! Plan to Dr. Harker, (Family Health Center, Concord) and gave him a copy of the grant proposal. He said he would write a letter of support. Dr. Harker works at the Family Health Center in Concord, which serves 22 communities. Dr. Harker said that about 70% of the people that come into the Health Center have BMI's of 25 or above. We also discussed approaching Dr. Susan Lynch and Travis will see if he can schedule a meeting with her.

Discussed Lighten Up NH! E-newsletter to get the name and log out. This is in alignment with the feedback the State DHHS got from their survey regarding how people want to be involved.

Also, Charlene will be meeting with NH Public TV within the next two weeks to learn more about their obesity initiative.

3. Strategic Planning

By April 2007 – where should we be?

- Secured \$\$
- Functional web site
- Will have held a statewide conference – March/April 2007 – James Hill
- Development of social marketing campaign (promotional campaign)
- We will have become much better known with regard to obesity
- Alliance established and actively contributing and benefitter
- Identify participants (be clear about the broad purpose of the Alliance) – contact participants – engage partners with a communication (Use DHHS list?) – we will have outlined benefits of participation
- Work with partners to develop elements of the web site
- These partners become the core of the Alliance

Pilot Web Site

1. Set goals for web site
2. Content development
3. General concept layout of site
4. Hire web site developer
5. Develop site
6. Build site
7. Test site visibility

Statewide Conference

- Determine purpose
- Determine content
- Identify audience (use County staff to identify players)
- Develop planning committee
- Secure funding from state and other sources
- Identify and contact presenters
- Identify and contact exhibitors and poster sessions
- Location, site, date, brochures
- Determine format
- Represents the beginning of the Alliance
- “Launch” web site