

## Health & Wellness Team Notes – February 15, 2011



**Team Goal: Carroll County is the leading county in NH in supporting its citizens in pursuing and achieving balanced health.**

**Attendance:** Jen Collard, Sheryl Power, Bert Astles, Cyndi Paulin (Ted Laliberte had time conflict)

**Next Meetings:** Tuesdays March 15 & April 12 at 3:30 – 5:00 pm (Tri-County CAP Resource Center)

- Team decided that it makes sense to view the Northern video before finalizing details for the Southern video.
- The team looked more closely at a health campaign and is excited about the potential of this project. Members will reach out to invite others to attend the next meeting as well as reach out to various resources that might help.

### Video project

- After a couple of weather delays, taping for Northern video is almost done - last piece is taping the bus with Ted Laliberte. The team appreciates the efforts of Ted LaLiberte, Jane Davidson, Marshall Alan from Northern Human Services and Kennett student Chloe D. Kennett for their roles on the video!
- Posting on-line – need help to break video into pieces (Transit, health tour and NH Health Access) so people can watch the individual pieces they are interested in. Bert will ask Leann S. from Northern to call Cyndi to see if she might be able to help with this. (Leann called and said she would help!)
- For Southern video providers – Sheryl will call VNA, doctor Kerwin and others in the downtown Wolfeboro area. Jen is willing to help with calls – she just needs names of potential participants.
- Started list of people the team wants to give hard copies of the video to (\$5 each). In addition there is a second group of people we will we want to send letters to or call with information and the website link.
- Don't want to double up on efforts transit is already making. Check in with Ted about what their current publicity campaign looks like.
- Parking lot – should we host a kickoff/release event for video?

### Carroll County Health Campaign:

- The team is excited about the core ideas they have developed. They need assistance regarding shaping the health campaign so that it is effective.
- Bert shared example from Russia – Russian president suggested people go to the zoo to help get through the winter. Zoo attendance has soured and people report it helps! The zoo example was easily measured through gate receipts. Are there any local examples we can think of that will help us track impact?
- Reach out to members of the group who are no longer coming. Team thinks that the health campaign focus will interest some of those original people. Jen willing to help make calls.
- Reach out to health related organizations that might have some expertise to help shape the campaign – Carroll County Coalition for Public Health, Center for Rural Partnerships (Plymouth)
- Jen, Bert and Sheryl will reach out to health insurance company contacts through their employers for possible partners.

- Would this be something the MWV health coalition be interested in partnering on?
- Looked at the Neighbor2Neighbor example from the Lakes Region as a local example of what a coordinated marketing campaign might look like (web, radio, print). N2N worked with a local marketing firm to translate their goals into a focused “theme”, logo, etc. Cyndi will reach out to Lisa Morris to see if she could speak to our group or at least share some information about how they achieved what they are doing.
- Carried forward -
  - Campaign would focus on simple, doable actions that people could take – direct “asks” to people to try out something new or substitute a healthier action for a less healthy one. Focus on one simple change at a time.
  - Messages on radio, video, print and web. Messages in video, audio, YouTube and print that focus on one simple change at a time. 30-60 second for radio, bit longer on YouTube.
  - Open questions: What structure/approach is likely to work? How many changes per year? Seasonal approach? How do we track? What would be enough “dose” or saturation of the messages for them to have an impact?
  - Possibilities for simple health changes include:
    - Asking people to switch from whole fat milk to 1% milk
    - Asking people to substitute 1 vegetable protein meal for 1 meat protein meal per week
    - Turn off Technology (for 1 day a week? Fewer hours?)
    - Add a 1 minute breathing exercise each day (various options are breathing exercises for relaxation, anti-anxiety, to invite sleep, calm emotions, stimulate)
    - Add one stretch a day (good daily, neck, shoulder, release tension, brain gym for focus/attention, reverse fight or flight, after 1 hour on computer)
    - Getting kids active
    - Ask people to Walk (maybe walking meet ups)
    - Chair yoga
    - Heart (spiritual) for heart (physical) health
  - Resources needed:
    - Have plenty of talented/skilled people in the community that could present the messages or teach certain pieces (Trish Murray, Karen Curtin, etc.)
    - Could have sponsors for each monthly message and/or perhaps an overall corporate sponsor like a health insurance company.
  - Want to make it entertaining!