

Health & Wellness Team Notes – March 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, Leona Simon, Bert Astles, Cyndi Paulin (Ted Laliberte & Sheryl Powers had time conflict)

Next Meetings: Marketing meeting – March 30 at 3:30 pm, next team meeting is April 12 at 3:30 – 5:00 pm (Tri-County CAP Resource Center)

- The team continued to work on fleshing out their ideas for the health campaign. They plan to meet with Lisa Morris from Lakes Region Partnership for Public Health to hear how they put together their successful Neighbor2Neighbor campaign. Lisa will also share her lessons learned regarding marketing and health over the past few years.

Carroll County Health Campaign:

- The team would like to start with something with broad appeal and can be integrated into existing channels of reaching out to people and/or build upon various activities that are already happening in the community.
- Strongly leaning toward starting with walking. It is a good fit for the season, has broad appeal and is something that all ages can do.
- Walking Messages:
 - Start somewhere – 5 minutes, build to 10 minutes . . .
 - Integrate messages that address the how & when (such as walk with your dog, walk before breakfast, walk after dinner, walk at lunch time, walk with your neighbor, join a walking group, walk you child to or from school, etc.) with the why (increase fitness, increase well-being/decrease stress, improve blood pressure, maintain your weight, feel strong, feel happy, cholesterol, etc.) Examples of this information are plentiful and found easily with a simple google search. Check out <http://www.walkinginfo.org/index.cfm>, <http://www.mayoclinic.com/health/walking/HQ01612>, and Wheeling Walks – an existing community walking campaign <http://wheelingwalks.org/index.asp>.
- Check in with Peter Waugh about what Recreation Departments are already doing, existing paths, walking routes or indoor facilities that they know about or already promote. Would they be interested in partnering with the team? [Note: Peter will bring our information request to the county recreation director's meeting on April 6th]
- Find out costs for radio ads in the area. They can be pretty cost effective. Knowing the cost will help with budgets and give us something specific to ask potential sponsors to help with. (Northern would be willing to pay for a month of ads)
- Feedback from Terry Johnson, NH HEAL (Healthy Eating, Active Living). General health messages about growing obesity, diabetes, etc. don't work. Think about the specific audience the team wants to speak to. Also, think about the environment our towns and whether the environment supports people to be healthy. <http://healnh.org/>
- Feedback from Carroll County Public Health – their funding has them focused on emergency preparedness for the next few months. The suggestion was to look at NH HEAL and the existing 5-2-1-0 campaigns.

Video project

- Final segment of Northern video was postponed due to snow storm. There is not a rush because the buses are not yet available. [Note: Ted is schedule to tape the last segment on March 23rd. We are crossing our fingers that no unexpected storm pops up!]
- For Southern video – Sheryl is working on contacting people. Jen contacted Dr. Clark, Naturopathic physician and he would like to be included. Need to follow up with Ted regarding whether the bus route goes to Ossipee Concerned Citizens.

To Do:

- Schedule meeting with Lisa Morris – [done - set for Wednesday, March 30th at 3:30 at Tri-County CAP]
- Contact radio stations for ad costs – Leona WTSN & WPKQ, Cyndi WMWV
- Contact Peter Waugh re: Recreation Departments info and possible partnership

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!