

Fit Together Conference Call Minutes **March 30th, 2005**

I. Introductions

Nicole Beckwith – new project coordinator with North Carolina Division of Public Health working with Mike Newton-Ward. Started Feb. 22nd, 2005

Director of the McCrorey YMCA Physical Fitness program. The YMCA is a partner of the Mecklenburg County Health Department for the Fit Together grant. They are implementing a structured physical activity and nutrition program during existing after-school care.

II. TA 2005

April 27th- 28th, 2005 at NC State's McKimmon Center (see <http://www.hwtfc.org/pdffiles/FTGrantee2005RegistrationInformation.pdf>) for additional information.

1st Day, April 27th (9:30 – 4) Social Marketing Training Session

2nd Day, April 28th (8:30 – 4) Media Training Session

Social Marketing Training

- Projects are encouraged to come to the training with specific issue and target population in mind that your project will address (e.g. healthier vending options with a rural population).
- Grantees will have the opportunity to have ongoing social marketing support, as Mike Newton-Ward is available for consultations.

Media Training

- Training will include many resources on how to communicate with the media, how to talk about Fit Together, message development, an exciting opportunity to have lunch and discussions with local media representatives, and much more.
- Grantees were asked for any suggestions for issues to address in media training:
 - Grantee suggested gathering ideas on how to reach churches, fire departments, and other local agencies.
 - One good resource, particularly for Faith Based Initiatives, is “African-American Churches Eating Smart and Moving More”. For more information, check out www.eatsmartmovemorenc.com. Diane Beth is the contact for more information, and her email address is diane.beth@ncmail.net.

III. Evaluation

Cohort Survey Revisions

Susan Morrissey and Lynda Owen stated that ECU has made revisions to the Cohort survey to improve data entry in the Fit Together Progress Check (FTPC) system:

- “Program staff only” box has moved from the back to the front. Participant DOB and gender are now on the first page.
- Questions 22 and 23 now separate race from ethnicity.
- **Please use the revised version for future data collection.** You can request copies of the survey by contacting Heidi or Susanne, or you can download the surveys from the grantee Web site and make your own copies (<http://www.hwtfc.org/htmlfiles/FT-Evaluation.html>).
- If you have already collected Time 2 data or have made copies for Time 2 data collection, you can use the old version. Just remember to use the revised version for Time 3 data collection.

FTPC Revisions/Reports

Maggie Sauer encouraged grantees to look at their reports and utilize the information gathered in FTPC to share with their local partners for support of their programs. The reports show what kind of activity the grantees do and your progress toward meeting goals. Reports hold a lot of detail about the work being completed in your communities, which can serve as a great tool with local leaders.

- Project Reach – Actual vs. Projected Report – this report can be used in local team meetings to monitor progress toward strategies and the number of participants your programs are reaching.
- Strategy Specific Event List – could use the information from these reports to inform your county commissioners on successful work done in the community.
- Cohort Data – this tracks the changes of the selected participants and may demonstrate to the community changes taking place and how people are benefiting from the program. However, keep in mind this data is not representative and needs to be interpreted with caution.

These reports are important to share with the county and supporters of your county to potentially gain financial support when funding is over.

IV. Regulations on weight management programs

Kathy Kolasa had unexpected event, will present at next conference call.

V. Miscellaneous News/Updates

- Pictures for HWTF/Fit Together Table Top Display are being collected by HWTF to include in the display. Tabletop display will be available for grantees to use for presentations, conferences, & other events. Requesting grantees to send pictures in for the display and grantees must use the Fit Together release forms as well as their local release form for the pictures. Organization release forms are not acceptable. Try to obtain pictures from churches, after school programs, etc. These can be staged pictures if you do not have any events in the near future. The Fit Together release form can be found on the grantee Web site under the “Forms and samples” link (<http://www.hwtfc.org/htmlfiles/FT-Grantees.htm>). Digital pictures are preferred, but high quality prints that can be scanned will also work. **Grantees need to submit pictures by the end of April.**

- Next conference call is June 29th, 2005 at 10am
- Heidi and Susanne will be arranging site visits looking for opportunities to visit projects in action and/or local activities & events related to your projects. All of your upcoming events can be submitted to Heidi & Susanne. These may also be shared with Cathy Dobbins (919-549-7172) of UNC-TV to be highlighted on the weekend shows.