

Fit Together Conference Call Minutes
June 29th, 2005

I. INTRODUCTION

II. HWTF UPDATES

1. Vandana Shah discussed the “**Fit Communities**” designation program for municipalities. Technical Assistance and management will be provided by Active Living by Design, which is a program based in UNC’s School of Public Health. Key components to be aware of:

- HWTF is considering including tobacco prevention as part of the initiative. More details to follow.
- One application will be allowed per municipality; applications must be endorsed by the Mayor’s office.
- A non-profit organization should be designated to lead the program
- Two types of grants will be awarded, ranging from \$10,000-25,000. The two types are planning grants, and implementation grants.
- Grant will be awarded in early Jan/Feb 2006.
- RFA scheduled to be available for 3 months beginning in late Aug. / early Sept. – this will be a big media event. For more information, please continue to visit the website: www.hwtfc.org

Questions

Can you explain the reason for working on the municipality level, rather than the county level?

- This was recommended by Active Living by Design. Counties often aren’t responsible for things that are important in the application, like sidewalks.

2. Also, HWTF is in the process of revising the Fit Together website to refresh the success stories. HWTF is working with the Duke Management Team to gather success stories from grantees.

III. UNC-TV UPDATES

Cathy Dobbins informed grantees that UNC-TV is doing a lot behind the scenes to spread the word about Fit Together. They are currently airing two “spots” that direct viewers to FitTogetherNC.org for the Health Risk Assessment. Since the Fit Together spots have been airing, HWTFC has informed them that they have seen an increase in the number of website hits. Ten additional spots are developed and will be aired soon.

- Cathy requested that grantees inform her of any comments, good or bad, that they have heard within their local areas about the Fit Together TV spots.
- UNC-TV will also be running two spots about the new Fit Communities Program slated to come out in August or September.
- Starting in the Fall 2005 UNC-TV will have informational booths set up across North Carolina about the Fit Together projects/grantees. They will also have a continuous video loop, of grantees who have received media coverage

from their local stations. Cathy is asking that those grantees who have had TV coverage let her know the station that provided coverage. Also, if grantees get TV coverage in the future, please keep Cathy informed. Participants were asked if they have had any local coverage regarding their projects, responses were: **Pitt County Schools (NC NOW on UNC TV), Be Active NC (WLOS, Asheville), Partnership for Health (WLOS, Asheville), Wake Forest University Commit to be Fit (WFMY), Cleveland County Health Department (Cleveland Comm. College local cable station), Durham Public Schools (TV 4, School station), Columbus Robeson County Project Health (Southeast Comm. College local station), Cumberland County Schools (News 14 – Time Warner)**

Events where UNC TV will be highlighting the Fit Together Initiative

Mountain State Fair, Fletcher, NC (near Asheville)

Seafood Festival, Beaufort, NC

North Carolina State Fair, Raleigh, NC

Grantees are welcome to attend these events or give Cathy information about your project that you would like to be distributed at these events.

Other news and events from UNC TV:

- **Hosting Parenting & Nutrition/Exercise Workshops - July 21 (Parenting Session) & July 22 (Be Active Kids) from 9am-12pm** at the UNC-TV Station, Durham, NC.
- UNC-TV will order orange “Commit to Be Fit Together” wristbands. Cathy suggested that if any grantees were interested in these bands, to please let her know as they will be ordering in bulk. The more bands ordered would better the price. Those grantees who expressed interest are: Columbus/Robeson, WFU, Partnership for Health, Cumberland, NCAFP, Pitt County, First Health, New Life.

Questions/Suggestions

- What is the typical price for the bands and what would be the cost to the projects? \$.20 per piece for 1000, but possibly will be able to get a better price based on the number of bands ordered. Cathy will send out a memo with this information and a picture of the wristbands.

- When will bands be ordered?

UNC-TV needs to have the bands by early September, so hoping to order in July.

- One grantee suggested that the logo have raised or different colored lettering to ensure that the logo is visible.

For more information, please contact Cathy Dobbins at 919-549-7172 or cdobbins@unctv.org

IV. GRANTEE UPDATES

Heidi Churchill mentioned that the TA Trainings were a success and seemed to be appreciated by the grantees and wanted to highlight some of the grantees who are utilizing the information obtained from these training sessions. Also wanted to give everyone an idea of what some of the grantees are doing this summer.

A. Media Communications Training (Person County)

Nikole Schukraft used the project template received at the Media training that was personalized for their project. Her team added their logo & website information to this sheet. They also developed key messages for their project and used them, in addition to the Fit Together key messages, to make a “key messages” document. They gave the document to their partners so they will all be giving the same messages about their project and Fit Together. They have distributed these documents not only to their partners, but also at their school board meetings.

B. Social Marketing Training (Children First)

Shelley Booth approached reaching the community from an anthropologist’s perspective, to gain knowledge of what type of culture their project is working with in the community. Brainstorming with partners, they were able develop guides by interviewing elementary & high school students and adults. They asked questions about their eating habits, grocery shopping, and gym class, to name a few, to get the whole picture of physical activity and nutrition habits. Shelley gave the kids a disposable camera and asked participants to take pictures of certain things. They have already seen some trends emerging, including children wanting more PE time in school, but Shelley mentioned that it is too early to see many trends yet.

Questions/Comments

Shelley Booth worked with Lilyn Hester from Capstrat for an interview that she was asked to do. Lilyn was able to quickly help Shelley develop key messages and prepare for the interview. Capstrat is a good resource and was willing and ready to help.

Mary Black gave an example of what could happen when you’re not prepared and/or don’t have good established relationships with the media. Her local paper sent an intern out to cover an event. The article ended up not even mentioning the name of the project.

What populations do you (Children First) serve and how many interviews are being conducted?

- We serve K-5 low income families. Want to do total of about 50 interviews. (20-25 adults, 10-15 kids, 5-10 caregivers)

C. Summer Activities

*Mitchell County – Amy Baker mentioned that she has worked with two local facilities (local fitness center and dance studio) to offer summer fitness classes (dancing, palates,

aerobics, relays, etc). Children ranging in age from 5-9 years participate two days a week for 1 hour during the summer months. In the bigger of the two facilities they offer swimming, basketball & rock climbing.

This fall, Mitchell County will host the Mineral City 5K fun run (October 22). Amy is working with the race organizers to include children of various ages in the event. She wants PE teachers to go through an 8-week training program with kids, prior to the race. Amy has researched and found a training guide that includes lesson plans about safety, nutrition, recovery, hydration, etc, and builds up to having kids run 2 miles. For more information, please contact Amy Baker at 828-385-1901 or abaker@mcsnc.org. Amy sent the training guide out via the listserv on June 29.

Questions / Suggestions:

- Where did you obtain the training curriculum for this and can you share, because Project HEALTH is also interested in doing a kid's run?

Response: Texas Children's Hospital – they provided it for free, and gave Amy permission to use it in any way.

- Cathy Dobbins of UNC-TV suggested keeping UNC TV in the loop about these kinds of events. They can help promote, or at least add them to their calendar for events around the state.

- How did you get the PE teachers to agree to do the training for the students?

Response: Still working on talking to the PE teachers about this, but don't think it will be a problem. Already has a good relationship with the teachers.

*New Life – Cassandra Hudson mentioned that their project has now organized health promotion committees in 6 churches (3 in Martin and 3 in Washington County). The churches have started walking programs, as well as aerobics and nutrition classes. By working with their partners, they are also able to provide events like screenings as well as a quarterly newsletter that includes health information and bible verses referencing the importance of good health. This summer, they will have 2 Health fairs with about 300-500 people July 23 & August 20. At one, the Mayor has offered to let the fair take place at the Town Commons in Williamston. The health fair will offer screening checks, AIDS awareness, dental hygiene information, & blood sugar/blood pressure checks, as well as lots of fun nutrition and physical activity resources. New Life is soliciting media help and ideas on how to incorporate a scavenger hunt for these fairs. For more information, please contact **Cassandra Hudson at 252-792-7499 or chudson_obesityproject@yahoo.com**

V. ECU UPDATE

Lauren mentioned that data collection for the cohort was going well and appreciated all efforts in getting this completed. Reminded everyone that their spring data needs to be submitted by June 30th to ECU (for projects that had a June 30 deadline).

- ECU will provide a report for the entire cohort that should be available mid-July.
- Reminder: in addition to the monthly progress report due July 20th, 6 month report for Phase I grantees & Annual report for Phase II grantees is also due.

ECU has a report from Year 1 that summarizes grantee progress from January '04. Examples of what the report includes: Grantee self assessments, coolest things, progress toward Fit Together goals, recommendations from ECU for grantees and technical assistance team. ECU will make the report available in the future. Lauren mentioned that a few of the recommendations include continuing to strengthen relationships with partners and with media, and documenting individual successes.

VI. ANNUAL MEETING Oct. 27-28. 2005

Heidi Churchill stated that the agenda is currently in the planning process and encouraged grantees to give their ideas on what they would like to see with this year's meeting. Some suggestions the Duke Team has already heard include incorporating more interaction among grantees. The Duke Team is thinking about a format that includes something like roundtable discussions where people can hear about successes and walk away with tools and contact information.

Also, Heidi mentioned that grantees have the opportunity to connect with each other around specific topic areas throughout the year. The Duke Team can organize the meetings, find space, etc. An example is bringing together the projects that are interested in working in faith-based settings, or projects that are working on increasing physical activity in schools. Let the Duke Team know if you are interested in participating in one of these meetings.

Questions/Suggestions about topic-specific meetings

- Rose Ann Simmons suggested allowing time for grantees involved with just Schools, Churches, etc. time to interact with each other, like maybe at the end of the 2nd day of the annual meeting.

- Another possible topic to connect with others may be around projects who are trying to work with primary care providers.

Annual Meeting Location: William & Ida Friday Center, Chapel Hill, NC

VII. DATES TO REMEMBER

- TBD – Opportunities to connect with other grantees
- August 26 – Release of NC Move More Standards
- September 27 & 28 – Healthy Schools Eating Smart & Moving More: Establishing a School Wellness Policy

- October 8, 2005 – African American Churches Eating Smart and Moving More
- Healthy Carolinians Conference - Oct. 24-25, 2005

VIII. CLOSING

Susanne Schmal mentioned that the Duke Team plans to schedule conference calls with Project Coordinators in order to review the Action Plans on a more frequent basis. These calls will be scheduled during quarters when site visits are not scheduled.

Heidi Churchill thanked everyone for their time on the site visits and mentioned that this year the Duke Team will really focus on sustainability. Recommended making sustainability a part of your regular grant team conversations. A sustainability plan will likely be a requirement for the 2nd Annual Report, due January 2006.

Maggie Sauer commented further on sustainability encouraging the grantees to begin looking at their cost for this last year of the grant and begin thinking about how much money it will take to sustain specific project activities, and where that money can come from.