

Fit Together Conference Call Notes

September 29, 2004

10:00 a.m.

Introductions

- Lynda Owen, new ECU faculty member will be taking on some of Susan Morrissey's and Lauren Whetstone's day-to-day evaluation activities
- Sara Fletcher, former teacher, is the new Assistant Project Coordinator at Wake Forest University School of Medicine project
- Aaron Thorpe is joining the CHANGE Project at the Goldsboro Family YMCA and will be involved in the day-to-day activities

Update on larger Fit Together Initiative

- Expecting to go live with media campaign and Web site after election
- Start media spot around Christmas time; preview November 1 at Annual Meeting, then refine and launch
- Web site: Working with a number of groups to develop content, including working with the DPI to create a database of current policies in each NC school district.
- --Duke/ECU team working on best practices for:
 - schools
 - community
 - family
 - workplace
 - health careWant to include best practices as well as stories – plan to eventually feature Fit Together grantees, and will contact programs in advance. Toolkits from each module are under construction.

Once live, Fit Together grantees are welcome to provide feedback on the Web site content. Email Vandana Shah directly if wish to include or add to Web site, vandana.shah@ncmail.net.

Rose Ann Simmons, from Pitt County asked if grantees would learn about media campaign at Annual Meeting? Vananda confirmed that it would be covered during the Annual Meeting.

Update on Fit Together Grantee Activities

Annual Meeting – November 1, 2004

- First time all grantees will gather together in a meeting.
- Thanks to Amy Hamilton for securing the Cole Center.
- Registration is available online.
- Send photos, captions of activities to Heidi and Susanne for slideshow.

Questions, Concerns:

- Some participants who have a distance to travel would need to arrive the night before, thus missing Halloween activities with their children
- Some participants who have 2-4 hour drive are opting to drive the morning of the meeting
- Cathy Dobbins of UNC-TV will be arriving around 6pm Sunday evening and suggested that folks who arrive Sunday meet for dinner
- Mike Newton-Ward of NC Division of Public Health asked if Duke/HWTF could remind folks how to post messages to the listserv. The listserv address is **dept-cfm-FIT-TOGETHER@mc.duke.edu**.

2005 Technical Assistance Training

- Duke team has heard from several groups of their interest in media advocacy, media training
- First training session possibly take place in February – participation optional, but encouraged
- Will work with grantees clarifying media advocacy, training, and solicit ideas on what you want to get out of the day
- Cathy Dobbins offered the use of UNC-TV facilities for the media training session

New Web site

- New Web site, access to resources for grantees, forms posted, etc. <http://www.hwtfc.org/htmlfiles/ft-grantees.htm>
- Grantee Web site includes:
 - description of all projects
 - upcoming events
 - registration forms, directions
 - sample forms (i.e. action plan template, sample)
 - link for progress tracking system, Progress Check manual (coming soon)
 - all versions of surveys
 - link for logos – what to use when, and different qualities for banners, large posters – vector images, eps files
 - Resources section – ask for feedback
 - Communications link – Web site addresses
 - Contact Information for HWTF, Duke, ECU, grantees

Media Opportunities

- Sherry Heuser introduced Alison Mclaurin, new director of Marketing and Public Affairs. Alison will be working with your teams to get the word out about your projects. If you have any updates, anything you might consider newsworthy, forward testimonies, stories to the Duke team.
- Cathy Dobbins mentioned their presence at the State Fairs – grantees should let Duke know if they have had any TV coverage, so that UNC-TV could create a continuous loop to be viewed at the State Fairs

- Children First has had TV coverage
- Columbus-Robeson Counties has been featured 2-3 times at community college cable local channel, Healthy Carolinians A-Z list, Channel 3
- Henderson County – school nutrition. Terri asked what format is ideal: beta tape is best.
- Cathy Dobbins can work with local TV representatives to get beta tapes, even if projects only have a CD or video.
- Goldsboro YMCA – Channel 14, “Supersizing our children, Channel 5
- Durham Public Schools – Local Durham channel highlighted their grant activities

Upcoming Site Visits

- November-December, Duke/ECU teams will be visiting to install Fit Together Progress Check system on computers
 - interactive, clickable system
 - input objectives and strategies
 - grantees becoming more comfortable with codes
 - IMPORTANT recommendations
 - ask your IT person to be present during site visit to help with installation, to make sure you have compatibility. Heidi mentioned one grantee needs the software well in advance because their IT department needs to test it before installing.
 - Maggie Sauer echoed the importance of checking with your IT person
 - Need to make sure how the system will be backed up
 - If run from server, different points where people look at the data, check with IT on how data is accessed. One person should enter data and others will be able to view data and run reports.
 - Maggie suggested that the Duke and ECU teams will work with grantees to develop a procedure defining how often data should be backed up and build it into grantees’ weekly schedules.

Grantee Updates – Early Successes, Struggles

- Duke team would like to hear from grantees – milestones, etc.
 - Mitchell County recently had Rob Sweatgall (Creative Walking Inc.) speak at all schools, not just target schools. In addition, Sweatgall wanted to conduct faculty training and a community program. The faculty training went well—better than expected. Many stories of other schools’ disciplinary intervention reduced. Offered employees pedometers – 400+ employees, teachers, administrators, cafeteria employees participated. Teachers were checking pedometers throughout the day. One principal challenged another school for one million steps. The turn out for the community program was disappointingly small. Beverly held a reception for Rob, invited community partner’s head VP, school board members,

Superintendent, Assistant Superintendent, administrators – people who influence decisions and policy. Rob made a big impression.

--Columbus-Robeson has had CATCH training delayed because of issues with weather, busy with flooding and effects of the hurricanes. The hands-on training with teachers, nurses, counselors and after-school programs has been well received. Last Friday, 500 people attended a social marketing campaign A-Z list – habits for people to adopt.

--New Life has held two “Family Health Days.” In August, a Martin-Washington bank donated a \$50 savings bond as a prize, area hotels gifted a free night’s stay.

--Pitt County program worked on a diabetes project with a teachers’ program and the sheriff’s department. Included booths, obesity booth, handouts, brochures, PA booth (with jump rope, basketball activities) free lunch --healthy food. Successful in receiving new signups for wellness class, nutrition class.

--Pitt County Schools held a pedometer challenge, capacity-building, with school system and community. Dr. Kathy Kolasa participated in a challenge with the principal in June. The Board of Education participated in an 11-week challenge. Great to see the principals building awareness, checking their pedometers throughout the day and to see. Each year, Educational Summit comprising the business community and education community get together. This year, it was led by the Chamber. Last Wednesday, 270 business community members, principals, staff members, parents participated. Chamber gave them a pedometer—a great tool to increase awareness of activity levels.

--Goldsboro instituted “Change” program. 28 enrolled in Change for Children. Assessed height, weight, physical activity muscular strength, endurance). Children wore pedometers for 8 days. The track and pool aerobics exercises are available to them and they are already seeing positive changes in attitude and a healthy outlook.

Evaluation Update

- Fit Together Progress Check
 - ECU team happy with the updates
 - In process of pilot testing at three locations
 - testing for 3 weeks—monthly report information
 - at Annual Meeting will preview system again, and at site visits

- Cohort Study
 - Susan Morrissey (ECU) has sent surveys to grantees who have requested them.
 - If you have not received surveys, let Susan know the number you need
 - If use Spanish version, consent form needs to be translated
 - students ok with height, weight
 - Need to develop a checklist to use with cohort survey. Document, know you’ve done all steps necessary, keep to ensure protocol followed.

- Heights to nearest ¼ inch instead of 1/8.
- Person County went into two elementary schools to take height, weight information. Students afraid they would be getting shots; gave them stickers
- sent consent forms out to 120; only received six
- ECU Team appreciates feedback on response rate. Need to think through how to increase – if question what constitutes a cohort, let them know.
- Individual Evaluation
 - The annual report for Phase 1 grantees will be reviewed at the annual meeting Nov 1st. ECU will provide the template.
- --Grantees will be asked to summarize any data collected in first year (i.e. pre- and post-knowledge test, etc).
- Guidelines for travel requests
 - emailed document via listserv that explains and helps to streamline the process, lists points to consider, things to think about before you submit a request
 - logistically – send to Duke team first, Duke will make sure all necessary information is included and send it to HWTF.
- --**New Change:** HWTF staff requires that travel requests come from the person listed in the contract as the official contact for the grantee.
- Wrap Up
 - Annual meeting – think about material you would like to bring, send photos to Heidi and Susanne; Sherry and HWTF staff is looking forward to meeting those they haven't yet met
 - Technical Assistance – will be in touch about facilitating technical assistance session; will let grantees know ahead of time about computer requirements for site visits