

MEETING MINUTES
CCN Communications Subcommittee
Friday, September 13, 2002
Sunshine Room, Main Floor, 1509 Centre St. S

Attending:
Suzanne Galesloot
Bretta Maloff
Maria Lee
Andrea Smith
Nicola Stevens, interim chair

Regrets:
Asif Tahir

1. Approval of/additions to agenda
Agenda was approved with no changes.
2. Approval of May 2, 2002 meeting notes
Approved as read.
3. Updates
 - a. Strategic Planning Meeting CCN Steering Committee – May 29/02
Suzanne outlined the strategic priorities from this meeting. The Steering Committee has not yet met to ratify the report from the strategic planning session. The implications for the Communications Committee revolve around strategic priority #1's emphasis on the workplace, and strategic priority #2's target of awareness.
 - b. Other key CCN activities – CLANS Project; Southern Alberta Cardiovascular Institute
The Connecting Local and National Strategies project has received funding. This may impact how the Communications Committee carries out its objectives. Members of the Steering Committee are also very involved in the development of the Southern Alberta Cardiovascular Institute. It is not yet far enough advanced to know what the relationship will be between the Institute and CCN, but as this develops there will be further implications for the Communications Committee.
Bretta updated us on the Toolbox for Community Action: Promotion of Healthy Eating and Physical Activity in Children Project that, if successful in obtaining funding, will shift her focus from the CCN's Communications Committee and towards the Primary Prevention role.
 - c. CCN AGM – June 9/02
There was some discussion on the role that the AGM could play for the CCN in the coming years. Ideas were put forward such as expanding it to draw other health professionals, include higher profile speakers, and obtain sponsorship. Or, attach it to an existing event that attracts the target audience. It was suggested that the Steering Committee provide direction on their vision of the AGM. Coordination and administration of all the AGM-related tasks also needs to be addressed.

d. Updates to CCN website

Maria reported that the website statistics have been low over the summer. Although the website is at a point that it can largely maintain itself, it does need to have new information posted on a fairly regular basis. There was discussion on where and how new information can be gathered. It was also noted that there should be a process for regular (annual) review of information currently posted on the website.

4. Communication Committee Tasks

a. Membership Issues

- Communications Committee Chair

The Steering Committee will be approached to see if any member is available for the chair position. If not, other alternatives are an existing or a new committee member.

- New Members

The HSF have found a replacement for Lyle's position, but with a change in title. Suzanne has approached the individual for possible participation in CCN. We will each approach certain individuals and/or organizations to solicit new members of the Communications Committee. Ideally at least one new member would be a communications professional with an interest in health issues. Potential new members may attend the next meeting if available. Maria will draft a "job description" that may be posted on the website and included in the next email out to members.

b. Budget

This item will be dealt with as a part of the workplan, next meeting.

c. Review of Terms of Reference

The Terms of Reference were found to still be adequate, so no changes were suggested.

d. Develop a Workplan

There was some discussion on components of the workplan and increasing awareness of the CCN. One suggestion to bring forward to the Steering Committee is to develop tabletop display materials to be used at various health-related events. Other suggestions include creating a listserv from the website, and building messages to be delivered through other listservs whose members are potentially interested parties. The development of a workplan will be the focus of the next meeting.

5. Other Business

No other business was raised.

6. Next Meeting

The next meeting will be longer and will focus on developing the workplan. Meeting to be held at the Centre 15 (1509 Centre St S), Sunshine Room (Main Floor), 8:30 – 11:30am, Friday, October 11, 2002. Bretta will not be available.