

MEETING MINUTES
CCN Communications Subcommittee
Friday, October 11, 2002
Sunshine Room, Main Floor, 1509 Centre St. S

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

Regrets:
Bretta Maloff
Asif Tahir

1. Approval of/additions to agenda
Agenda was approved.
2. Approval of September 13, 2002 minutes
Approved with one change – adding that Andrea will represent the Communications Committee at the next Steering Committee meeting.
3. Updates
CCN Steering Committee – September & October meetings
Andrea and Suzanne provided an update on these meetings. Key points that may directly affect this committee include:
 - The submission form on the website needs to be reviewed since it has yet to be used.
 - A workgroup should be formed to organize the next AGM.
 - Blood pressure kit has been developed that they would like made available on the website.
 - The CLANS (Connecting Local and National Strategies) project has received funding so will be moving ahead.

The next Steering Committee meeting is November 15, 2002. Andrea is unable to attend, but she will write a brief report on Communications' activities for Suzanne to present.
4. Engaging CCN members in Communication's activities
Discussion took place on potential new members to this committee and ways to involve new recruits as well as individuals interested in volunteering but not necessarily attending our committee meetings. It was decided to create workgroups for distinct activities/tasks required, and to recruit volunteers on that basis, as well as full members of the Communications Committee. A draft workplan is attached to these minutes dealing with the Communications Committee's functions.

This committee's terms of reference should be revised to reflect the expectations of the role of committee members. Suzanne to check with Donna White for appropriate wording.

The list of potential recruits was reviewed – Andrea and Nicola will contact these individuals regarding volunteering for Communications activities.

Maria was reminded to charge her time spent in communications activities, and at a competitive rate.

Andrea has agreed to be the co-chair and represent the Communications Committee at Steering Committee meetings. Nicola will chair the Communications Committee meetings.

5. Coordination function

a. Marketing Template

Nicola will complete the template and the sample of the website, and send to committee members for review and feedback before month end. One section to be added is methods on how the message can be communicated within the CCN membership. At the next Steering Committee meeting, members will be asked to submit a list of their means and methods of communicating messages (e.g., newsletter, listserv, etc.) which can then be added to the template.

b. Database(s)

Database is currently being reviewed and maintained by Suzanne and Michele Luider. More discussion on this is moved to next meeting.

c. Information packages/communication to new CCN members – individuals and organizations

A workgroup is needed to develop an information package for new CCN members.

d. Development of displays and/or promotional materials

A workgroup is needed for creating messages on marketing CCN and its website. These messages may then be distributed to CCN members for inclusion in their own materials.

Andrea and Maria will ask key CCN member groups how they might be willing to include CCN literature/messages in their marketing activities, e.g., a banner to be included in a trade show booth, a tabletop display, pamphlets, etc. This will be followed up by cost estimates of developing these materials.

e. Role of this committee in communicating activities/results from other CCN committees, e.g., AGM, blood pressure workshops, etc

. This item was moved to the next meeting.

f. Budget

Nicola will compile a list of the budget components for coordination activities, with figures to be added at a later date.

6. Website development & management function

a. Promotion of CCN Website and

b. Reciprocal Sites

A workgroup is needed to assist in promoting the website, including ensuring it continues to be added to reciprocal sites. Structured tasks for members of the workgroup will be developed.

c. Updates to Website

Current process of updating by Suzanne and Maria is working well; however, additional information needs to be added/linked on a more frequent basis. A workgroup comprising of

individuals dedicated to specific subject areas is needed. Maria will list each main subject category on the website, and a process for continual updates in these areas will be developed. This may eliminate the need for an annual review of the website.

There was discussion on highlighting sections of the website each month and having a theme each month. A workgroup is needed to identify relevant topics for each month with suggestions for links.

d. Strategic Planning Session website "objectives" re: Communications Committee

The objectives outlined in the strategic planning session are receiving less emphasis with the Steering Committee focusing on CLANS and the Southern Alberta Cardiovascular Institute. Therefore, this item is postponed pending further direction from the Steering Committee.

e. "Worksite" component to the CCN Website

This will be postponed pending further direction from the Steering Committee.

f. "Commodity Group" component to the CCN Website

There was discussion on having heart health recipes submitted by commodity groups for inclusion on the CCN website, with links to the group's website.

g. Annual website review

See section c. above.

h. Budget

Maria will compile a list of the budget components for website activities, with figures to be added at a later date.

7. Other business

There was no other business.

8. Next meeting will be held at the same location, Friday, November 22, 2002, 2:00-4:00pm.