

Minutes from CCN's Communications Committee: September 16, 2003

Attendees: Anna Barkman, Kelly Blackshaw, Suzanne Galesloot, Andrea Licursi, Annette Robertson and Nicola Stevens.

AGENDA ISSUES

1. Roundtable Updates:

- ⇒ Minutes from all committees should be sent to Maria so she can post on membership website

- ⇒ Steering Committee Meetings: Andrea wasn't able to make it to the June meeting and is unable to make the next on September 25th, neither can Nicola. When either Nicola or Andrea cannot attend these meetings, then a delegate can attend in their absence. It was decided that Annette attend in September, Andrea for October and Kelly in December.

- ⇒ Kelly brought a posting for "The Alberta Heart Health Project Road Show" for the week of September 22nd which comes to Calgary, Red Deer and Edmonton. She had registered for the show but didn't receive information on the location. She discussed the possibility of CCN's presence at this event. **ACTION NEEDED: Suzanne was given the CCN poster we made for AGM and will hopefully get more information in order to have the CCN information present at the show.**

- ⇒ Kelly also showed a brochure from the Canadian Heart and Stroke Foundation- "The Growing Burden of Heart Disease and Stroke". **ACTION NEEDED: Suzanne will make sure that this website for this brochure gets posted on CCN's site.**

- ⇒ Kelly's work involves incorporating workplaces in Heart Health Initiatives and thought it would be good idea for CCN to be involved in corporate Health Fairs and other related promotional projects as they come up.

- ⇒ Suzanne and Dr. Charlotte Jones are contacting Calgary's EMS (Denis Tario) to get them involved with CCN.

- ⇒ Nicola has left Alberta Barley Commission and has taken a new position with Alberta Agriculture, Food and Rural Development (Congratulations on the move!) and wanted to make sure that our committee was okay if she remains as co-chair of the committee, which was wholeheartedly approved by all in attendance.

2 and 4. Committee Members and Chairs / Update on mission and Mandate of CCN

- ⇒ Suzanne expressed that the dates and times of the Steering Committee meetings are always a challenge and that they will occur every 6-8 weeks and that majority rules for dates. One of the 2 co-chairs has to attend each meeting or send a delegate.
- ⇒ Suzanne gave an overview of the minutes from the June 19th meeting. Please see attached minutes that Suzanne sent me on September 18th Updates to these minutes re: changes to CCN SC membership over the summer. Al Lawrence has resigned from his position with the Calgary Fire Department, Kathryn Kiss will represent the CFD at the CCN SC. Janice Stewart, Regional Heart Health Program has taken a new position in the region. The Regional HH Program will be represented at the CC SC by Pat Culham. The HSF of Alberta, NWT & Nunavit will be ex-officio members of the CCN SC – they have made the decision - due to manpower restrictions - to only involve themselves with Provincial committees related to Health Promotion and Disease Prevention at this time. They will be members of the Alberta Healthy Living Network. They would like to remain connected with CCN through receipt of minutes of the CCN SC and other important items. We have kept them on our #1 list - receives all correspondence re: CCN (includes SC and all subcommittee members). **POST MEETING NOTE FROM SUZANNE:** She discussed with Diana (HSF) the possibility of exploring appropriate "collaboration" regarding education/awareness (HT slide kit) and CCN promotion (CCN bookmarks) and vice versa - HSF campaigns/events on the CCN website. **Action Needed: Identification of a designate(s) from the CCN Communications Cttee to participate in a meeting with Diana Norcott (HSF), Patricia Hannah (HSF) and Suzanne re: communciation and coordination opportunities.**
- ⇒ A major initiative of CCN - which will influence future direction(s) regarding Healthy Eating/Active Living and Tobacco is the CLANS (Connecting Local and National Strategies) Project. There are ~80 people who have been formally invited to participate over a 2 day meeting in the planning of CLANS.
- ⇒ September 25th Steering Committee meeting agenda will include a discussion/ follow-up to the two motions at the June 19th SC Meeting regarding future direction of CCN. The action plan related to this item is a Task Team to develop a Transition Plan (for a broadened scope from CVD to Chronic Diseases). This is an opportunity for discussion regarding CCN Communication Committee involvement in this taskforce. We will propose that 1 to 2 members be involved.
- ⇒ September 25th Steering Committee meeting will also be our opportunity to ask how we can assist in recruitment to individual committees since presently any new volunteers that come forward go through Suzanne and Michele.

3. New Member's package of information

- ⇒ Firstly, a Welcome email will be sent out to new members indicating that a package will be sent to them through the mail.
- ⇒ We will use the same information given out at the AGM that Anna and Andrea made up plus extras. The following is proposed as our package to give out:
 - Welcome letter –signed by all co-chairs of CCN. **ACTION NEEDED:** Andrea will draft up the letter
 - Background Letter about CCN (already done)
 - Mission/Vision Letter about CCN (already done)
 - Resources and Materials for members (already done)
 - Information on the different committees combined with a means to check off which ones they might want to volunteer for if any **ACTION NEEDED:** Suzanne to draft
 - Letter of acknowledgement to those who express interest towards a committee whether they are needed or welcomed to that specific committee. **ACTION NEEDED:** we didn't decide who would do this at the meeting
 - List of contributors to CCN
 - CCN Bookmark

5. Promotion of slide kit

- ⇒ There is need for clarification about whom the use of the kits were intended i.e.: to be used by physicians, nurses etc. and what direction should be taken by the Communication Committee in promoting them. **ACTION NEEDED:** Annette will discuss with Dr. Norm Campbell (who co-developed the kit)
- ⇒ Anna wondered about whether the kit has been updated since the latest HTN guidelines were published and who is responsible for this. **ACTION NEEDED:** Annette will discuss with Dr. Norm Campbell.

Agenda #6 (2004 Annual Event) was deferred until next meeting.

Next Meeting:

- ⇒ Wednesday November 5th 1300-1500 Conference Call. **ACTION NEEDED:** Nicola to contact Laura about how to arrange this and inform the committee to numbers for access to call.