

CCN Communication Committee
Friday March 19, 2004
Tele-conference

Attended: Suzanne Galesloot, Emily Alstad, Kelly Blackshaw and Andrea Licursi

1) Dan Burden Event

CCN Steering Committee had great support for the event, as it is a follow out from the CLANS workshop last Fall.

City of Calgary initiative to support walk able communities.

CCN's role in promotion of the public event includes:

- a) Posting on CCN website
- b) Emailing to the CCN member database which includes 350 individual emails. We did do an initial announcement in the update to members email a while back.

Ideally as communication committee we want to push the message forward by having members pass it on to areas where interest would be:

ACTIONS:

Kelly Blackshaw – wellness network list serve

Andrea Licursi – Dietitians of Canada website for upcoming event and see if Jayne

Thirsk will include in the dietitians email communications

Marie – to be contacted on confirming posted on CCN website

Andrea – will draft an email from the communication committee to push the message forward for the Dan Burden event. There is also a poster that has been developed that will be included with the message for other to circulate and post.

Andrea will attend the next steering committee meeting and will verbalize the communications template for better understanding to the rest of the CCN committee chairs.

2) Budget

Judy Backlund is chairing the resources budget. CCN's fiscal year is April 1, 2004 to March 31, 2005.

Changes to budget were discussed. Addition to include the Customer Reach Market (CRM) tool. It tracks information being reached and gives more measurable outcomes such as did people receive, open and forward emails. Cost is estimated at \$650.00 per year.

Add \$1000 to budget for addition of CRM tool.

Discussion around establishing communications priorities and what we will be willing to cut if need be.

ACTION: Andrea to make changes to budget and forward to Suzanne and Judy Backlund by end of next week.

3) **Volunteer for Primary Prevention Committee Meeting**

Andrea and her intern Semone will plan to attend the meeting.

4) **Annual Event**

Kelly shared that June 11, 2004 will be the date for the annual event at Calgary Olympic Park (COP) at the Atco Centre. Format will be similar as last year.

Keynote speakers: Dr. Ron Plotnikoff is a behaviour epidemiologist on promoting physical activity.

Alison Clouty will talk about research on walk about communities.

There will be an extended lunch hour for physical activity, 3 walking groups: easy, moderate and vigorous.

Panel discussion after lunch and finish with the business portion of the CCN.

Annual Event – Displays.

Discussion was held on poster displays and having them be more targeted

Used: Calgary at a Glance to identify key displayers and posters presentations. This report was used for the CLANS workshop. People to approach were discussed.

- 1) Marni Wilks, AB Ca who chairs primary prevention
- 2) Christina Weiss, CHR Active Living
- 3) Healthy U @ Work
- 4) Kerby Centre (seniors group)
- 5) Kids Sport Groups

ACTION:

Andrea has an intern student who can start working with Kelly on identifying key groups to approach for the displays at the CCN annual event. The intern will also start working on an invitation letter for potential displayers.

Andrea to draft 1 to 2 sentences to put on CCN website announcing the annual event. Once have approval from steering committee the communication committee can start full promotion by mid- April.

Title for the Annual Event needs work still. Potential ideas were:

- Creating Support for Physical Active Lifestyles
- Supportive Communities for Physical Activity
- Living Actively in Your Community

Key Messages are:

Physical Activity

Community Support

Heart Health

5) **Steering Committee Update**

Kelly gave an update on the CCN SC.

MLA healthy day went really well. Committees gave their updates.

Matte stories were discussed. The SC wanted to secure some legality around their use. Kelly with the assistance of K. Then will contact the UofC lawyers as to policy for the use of “Matte Stories”. SC wants to address transparency and consistency with the recognition of funders and protocols of Calgary Health Trust.

We had discussion around the need for CCN to add another sub-committee to target workplace into next year’s business plan. Much of the communications target audience is workplace. There is good potential to have a committee for that area.

Andrea is to communicate this at the next SC meeting.

Andrea will also table to SC that CCN has covered dinner expenses for the communications committee since we meet in the evening after work and to see there is an issue in continuing to do so.

Next Meeting – in person to discuss annual event promotion.

Get committee feedback dates: April 6, 7 or 8th.

5:00 – 7:30pm at Centre 15