



February 12, 2004

Steering Committee Meeting
Room AGW2, Special Services Building, FMC
9:00 am – 11:00 am

Draft Minutes (February 19, 2004)

In Attendance Ms. Judy Backlund, Ms. Kelly Blackshaw, Dr. Norm Campbell, Dr. Brent Friesen, Ms. Suzanne Galeslout, Dr. Charlotte Jones, Ms. Ellen Murphy, Mr. Ron Newman, Dr. Karen Then, Ms. Marni Wilks

Regrets Ms. Andrea Licursi (represented by K. Blackshaw), Ms. Cathy Pryce (Designate for Dr. Bren Friesen), Mr. Dennis Rabel

Ex-Officio Members Mr. Rob Crooks, Ms. Pat Culham, Ms. Gail Fowler, Ms. Diana Northcott

	Action By
<p>1.0 Welcome and Introductions</p> <p>C. Jones welcomed all CCN Steering Committee members/designates to the meeting. Ms. Judy Backlund was introduced as the current Heart Health Program designate to the CCN Steering Committee. J. Baklund will also assume the role of chair for the CCN Resources Committee.</p>	
<p>2.0 Review agenda and Approval of December 11, 2003 minutes.</p> <p>Additions to the agenda – Steering Committee update. S. Galeslout reviewed changes to the CCN Steering Committee since the December SC meeting. Mr. Rob Crooks (City of Calgary representative) is unable to continue attending SC meetings, but has remained involved via ex-officio member status. Pat Culham (Heart Health Program) will also continue as ex-officio member. Judy Backlund will be the Heart Health designate attending SC meetings. Ms. Bretta Maloff (Healthy Living, CHR) will be a second designate for Dr. Brent Friesen.</p>	<p>S. Galeslout to update CCN Steering Committee List and forward to all CCN SC members with minutes.</p>
<p>3.0 New Business</p> <p>3.1. Steering Committee Items</p> <p>a) Feb 24, 2004 Health at the Legislature.</p> <p>N. Campbell provided an update on the progress of this project. The goal of this project is to increase the awareness of legislative members with regards to health promotion/disease prevention. The health day at the Legislature is one of the first strategies being implemented. It was indicated that the planning group has had a number of restrictions placed on the event but is hopeful that this is a first step and that greater partner involvement will be ‘permitted’ and realized in future events.</p>	<p>N. Campbell and E. Murphy to continue to provide updates as appropriate.</p>

E. Murphy noted that other health days may be planned for this year including a focus on diabetes, osteoporosis and a cancer event (April or May).

Other follow-up strategies include: meetings with the Healthy Standing Policy Committee and meetings with both the Calgary and Edmonton caucuses. It is anticipated that the Alberta Healthy Living Network would be the group to take over these types of projects/strategies in the future.

b) Libin CV Institute: February 20, 2004 Retreat

C. Jones updated the CCN SC on the invitation received by herself and Dr. Norm Campbell for a one day planning retreat for the Libin CV Institute. Upon receipt of the invitation and accompanying invitee list, C. Jones and N. Campbell noted an omission of a) Health Promotion and Disease Prevention (HPDP) on the agenda and b) senior level representatives from the Calgary Health Region, Health Promotion and Disease Prevention portfolio. Immediate actions were taken by both C. Jones and N. Campbell via emailing Dr. Brent Mitchell, Chair of the Libin CV Institute Planning group indicating their concern at this oversight. The CCN Steering Committee discussed potential further action as Dr. Brent Mitchell is out of town until a few days prior to the event - and so it is unlikely he will have sufficient time to address their initial actions. The CCN SC discussed the need to have a broader HPDP representation at the meeting, and actions that could be taken to assist initial efforts taken.

The following individuals were identified as key decision makers: for HPDP: Cathy Pryce, Director, Healthy Living, Southeast Community Portfolio; Dr. Richard Musto, Executive Medical Director, Southeast Community Portfolio; Dr. Brent Friesen, Medical Officer of Health, Calgary Health Region; Dr. Tom Noseworthy, Dept Community Health Sciences (Addendum: Dr Noseworthy is appraised of the institute and is in on the frequent meetings of all the institute leaders. (He is fighting hard for health promotion and disease prevention!!!))

N. Campbell/
C. Jones - to contact Pat Culham regarding the issue of HPDP presence at the Feb 20th meeting - and with recommendations for individuals to be invited.

N. Campbell to contact re: addition of HPDP to the meeting agenda.

c) CCN Representation on Alberta Healthy Living Network

E. Murphy indicated that she has accepted a new role as co-chair of the AHLN. She will be able to maintain an informal link between the AHLN and CCN, but it may be appropriate for CCN to establish a formal linkage. The AHLN is restructuring. There will be a smaller executive committee; a broader Coordinating Committee and the very broad – entire Network. After a brief discussion of the most effective path for ensuring timely, efficient communication, it was decided that the Coordinating Committee would be the most appropriate level for CCN involvement. Ron Newman volunteered and was supported to be the designate CCN representative on this committee.

CCN Steering Committee to send a letter to AHLN Executive Committee indicating the desire to have a CCN representative sit on the AHLN Coordinating Committee.

S. Galesloot to draft letter .

3.2. Committee Reports

a) Communication Committee

K. Blackshaw reported on behalf of the CCN Communications Committee. Current committee work includes: completion of a new members package, review, update and refinement of CCN promotional vehicles and development of strategies for increasing awareness of and use of the CCN website.

One of the ideas being considered to increase use of the CCN website is the use of "Matte Stories". There is potential for promotional events related to use of these and other CCN initiated promotion to be tracked using a CRM tool. One of the Communications Committee members has offered the use of the matte stories developed by her organization (Pfizer). These are one-page articles that can be sent to email lists as a PDF file, inserted into newsletters and posted on the CCN website.

The CCN SC was supportive of this action; however, felt that "due process" needed to be developed in moving it forward.

The following steps were identified as necessary prior to the CCN Communications Committee moving forward with this action:

1) Development of a CCN Policy for use of "Matte Stories". This policy to address: a) transparency/disclosure b) consistency with recognition of funders and protocols of Calgary Health Trust c) consistent information (between different agencies) d) availability of references for the articles (for anyone requesting them). The CHT or CHR lawyers to be consulted in the development of this policy.

K. Blackshaw to communicate SC decision to Communications Cttee.

Policy to be drafted related to use of Matte Stories.

K. Blackshaw with the assistance of K. Then , to contact UofC lawyers as to policy

S. Galesloot to forward the sample Matte Stories onto all CCN Steering Committee members.

Communications Committee to submit budget requirements (including the CRM tool) to the Resources Committee.

b) Annual Event

K. Blackshaw reported on the work done to date on the Annual Event. The work for this event has been assumed by a small working group consisting of K. Blackshaw, J. Grutz (City of Calgary) and S. Galesloot. This group proposes that the 2004 CCN Annual Event focus on increasing awareness of current literature, projects and particularly local initiatives which create supportive environments and networks for healthy active lifestyles. The intent is to build upon the work initiated at the November CLANS Planning workshop and the Primary Prevention "Walkable Communities" workgroup.

K. Blackshaw reviewed the draft agenda for the day.

The following recommendations were made: 1) Include a local politician in the agenda 2) highlight the CCN up front 3) ensure Be Fit for Life Centre is included 4) include a speaker from Urban Design 5) consider the concept utilized last year – of a joint address – 20 – 30 minutes each 6) Sylvia Stychinko suggested as another keynote speaker.

The issue of honorarium for speakers was brought to the CCN SC. The recommendation was to not set a precedent for providing honorariums, but that CCN would 1) pay expenses 2) could provide a \$500 maximum honorarium.

If fund-raising was needed – it was suggested that the time to approach potential funders was now.

K. Blackshaw / S. Galesloot to ensure comments are considered/ investigated for the agenda.

<p>c) High Blood Pressure Committee Dr Norm Campbell reported on the HBP Committee. The group has met twice since the last Steering Committee meeting. Key activities include: review of the Hypertension Slide Kit, Calgary Fire Department development of things that could be provided, EMS – looking at public education session, development of a short series of awareness articles on hypertension. N. Campbell highlighted that there is an immediate need for a Coordinator role with this Committee to ensure that the work moves forward. This has been noted – and will be a key item for the Resource Committee.</p>	<p>S. Galesloot to work with High Blood Pressure Committee in finalizing the job description for this position. Resources Committee to ensure this request is considered in the Operational Budget for 2004/05.</p>
<p>d) Primary Prevention Committee Marni Wilks reported on the activities of the Primary Prevention Committee. This group held a planning meeting on January 22 for follow-up action on priorities identified with CLANS, particularly the Calgary Walking and School Food Policy priorities. The Committee (including work groups) now has 24 members. One of the key initiatives happening this spring is the collaboration of this group with the City of Calgary in support of the Dan Burden Walkable Communities event. This is scheduled for April 19 – 20 and includes a luncheon with AACIP (Alberta Association, Canadian Institute of Planners), a walkabout with Dan and other decision makers of the target area, and a public lecture on the 19th. On April 20th, Dan will be speaking at a breakfast session in which the mayor, aldermen, senior decision makers and health officials will hopefully be present. (April 19). The group has requested that \$1,000 of the CLANS Project initiative funding be allocated to this project. The CCN Steering Committee approved this request. M. Wilks was provided with suggestions of other potential partners, other areas of the city in which a review could be beneficial (i.e. South Calgary Campus), and key decision makers that could be included (i.e. Roger Jackson, CHR Board, etc.) Marni also reported that the work of the School Food Policy group is on a later time-line, as they are awaiting the results of the ASPEN project. C.Jones reported some “quick wins” from the CLANS workshop: l) coordination of the Unilever with the Indo-Asian Diabetes project for translation of their materials and b) initiation of a walking group with the Aboriginal population (Louise Crane, Alexandra Centre) N. Campbell raised that opportunity of CCN advocacy/support of the Private Member Bill for removal of trans fatty acids. SC approval to investigate this for discussion at a future meeting.</p>	<p>M. Wilks to communicate recommendations /suggestions from the CCN Steering Committee to the Calgary Walking Group. CCN SC support of \$1000 from the CLANS initiative funding for the Dan Burden Walkable Communities event. C. Jones to continue follow-up with Louise Crane re: support of the Aboriginal Walking program. K. Blackshaw to provide M. Wilks with information on the Cardel Homes public lecture theatre. S. Galesloot to do initial investigation on the CCN Advocacy opportunities with the private members bill.</p>

<p>e) Resource Committee Judy Backlund reported that she is the new chair for this committee. Two meetings have been held since January. J. Backlund distributed and described the revised Terms of Reference for this committee. Key activities for this year include: formalization of Heart Health program keeping of financial records, development of an Operational Budget, budget reporting to the CCN SC on a quarterly and annual basis, membership/ people resources issues. CCN Steering Committee members suggested other individuals to invite for membership in the Resources Committee.</p>	<p>J. Backlund to send out request to CCN Committee Chairs for Resources requirements.</p> <p>J. Backlund to contact Roger Jackson re: joining the Resources Committee.</p> <p>N. Campbell to provide J. Backlund with name of possible resources Committee member (Past director of the Glenbow Museum)</p>
<p>f) Smoking Karen Then reported on the activities of this group. Following the grant call for programs addressing the Young Adult Population, there was an incredible multi-disciplinary effort to develop complementary proposals from each of the potential groups and to highlight the linking and synergistic role of each proposal with each other (ie. University of Calgary, AASH, Smoke-Free Calgary, Alberta Cancer Board). All proposals submitted received maximum funding. A full report will be submitted by K. Then for distribution to the CCN Steering Committee.</p>	<p>K. Then to draft and forward report to S. Galesloot for circulating to all CCN SC.</p>
<p>4.0 Next Meeting Meeting adjourned at 11:30 a.m. The next CCN Steering Committee Meeting is scheduled for: April 1, 2004 9:00 – 11:00 a.m. Room AE172D, Main Floor, Tom Baker Cancer Centre</p>	