

## **Manchester Wellness Coalition Subcommittee Chair Meeting**

**July 20, 2012, 9:00 AM**

Attendees: Ray Berg, Ruth VanBogelen, Peter Girz

This meeting focused on the steps to promote knowledge of the Manchester Wellness Plan to the general community, solicit enrollment in and support of the program, hold a series of promotional events in September-October 2012 period, and launch the 2012 approved interventions.

### 1. Community Awareness through an Every Door Direct Mail (EDDM) Booklet Mailing

The Coalition will prepare a booklet which will be mailed to every household in the 48158 zip code using the Post Office's EDDM system. The booklet will be prepared and mailed using funds from the Coalition's \$5,000 start-up account. Some initial thoughts for booklet content:

1. An overview of the Manchester Wellness Coalition – its structure, objectives and results to date.
2. Ongoing methods to keep up with Coalition activities – e-mail, website, Facebook page, *Enterprise* articles, develop logo
3. Basic 2010 HIP data and other health reference points (Figure 1 chart from Plan)
4. Current gaps in community resources and programs
5. Health goals of the Manchester Wellness Coalition
6. The Plan Matrix (Figure 3 chart from Plan)
7. The 2012-2015 Timeline (Figure 4 from Plan)
8. Details of the 17 interventions for 2012, with enrollment and contact information as appropriate
9. Current members of the Coalition
10. Invitation and how to join the Coalition
11. Public events planned for remainder of 2012

### 2. Series of Community Events

A series of promotional events will be scheduled for the September-October time period to spread awareness of the Coalition and its programs, and to encourage enrollment in the interventions. Ideas presented included:

1. "Restaurant week" – enroll local restaurants in promoting the 5H efforts, hosting healthy meal specials, utilizing portion plates. Precursor to "5H restaurant certification" program to begin in 2013.
2. Farmers Market specials at harvest time of season – "Market bucks"
3. The "community forum" event previously discussed – an event with speakers, displays, healthy snacks prepared by the Healthy Chefs, kids' activities/games – each subcommittee has its own central booth/focus point, giveaways, T-shirts. Conducted as part of a "Wellness Week" wherein each subcommittee provides one focal point/event.
4. Presence at an MHS football game – promotions, giveaways

5. The Seminar Series – first expert speaker on prescription drug abuse problem? Conducted along with a “community panel” composed of local representatives with a stake in this problem. Hold at High School. Need active participation element.
6. The Community Read Kick-off Event – details from Heather – September 5 date?
7. *Manchester Enterprise* article

### 3. Preparing the Grant Requests for 2012 Interventions

The deadlines for 2012 intervention grant requests are August 8 and October 5. Subcommittees need to work with the oversight organizations. Expanded budget details are the primary addition needed to the existing intervention write-ups in the Plan.

We had a brief discussion of participant data gathering for each intervention, for eventual reporting of results/successes, for tracking overall community participation, and for preparing an annual report of the Coalition’s work. We will discuss this more at the August 28 meeting.

Ray will assemble a first draft of the booklet for committee review. We will discuss these topics further at the August 28 general Coalition meeting. Subcommittee chairs will further develop ideas listed above and add to them.