

**Manchester Wellness Coalition
September 23, 2014 Meeting Summary**

Attendees: Sara Swanson, Laura Seyfried, Shelley Hehr, Carol Palms, Cherie Vannatter, Lindsay Hannah, Matt Pegouskie, Ruth VanBogelen

1. Introductions
2. Visioning Discussion Session

A. Interventions likely to be in the Year 4, Year 5 Plan

Intervention	Year 4	Year 5
Manchester Voices, Project Success, TNT	*	*
Community Read	*	
Farmers Market	*	*
Community Garden	*	?
Safe Routes to School	*	?
Gazebo Concerts	*	
Leader in Me (Klager)	*	

B. Interventions the coalition should discuss in more detail

- Healthy Chefs – Ann Arbor high school is doing a wellness club. Would this club program work in Manchester? There is an app, MyNutratek, which provides students with capabilities to log in what they ate, how much they exercised, even how they feel. Cost \$12,000 (possibly get \$5K from Chrysler)
- Fuel Up to Play 60 – Principal Spickard doesn't have the time to lead this intervention, this year there is a volunteer to lead this (Tina Maly, Technology lead at the schools), but it is an issue with who will lead this in future years
- Youth Football – Year 3 was for getting this program going
- Swim Program – very few attendees, what needs to be done to get this program more robust
- Street Festival (Run Manchester) – funds were diverted to fund the race, location of Health Block was less than ideal.

C. Interventions not likely to need funding in year 4 and 5

- Placemats
- Library Kiosk
- Seed library
- Composting
- Kirk Park

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D. Potential new interventions

- School Wellness Club – MyNutratek or other similar app that would be used broadly in the schools, would work into the curriculum, etc.
- Stress Management resources – for those being trained in Oct, Nov
- Senior programs (produce for lunches, social connectedness, high school students – senior linkage program. Other towns have done programs where students help seniors do shopping, do their hair, etc.)
- Bike Racks – improve the PAC score for Manchester
- Funding for something in the new riverside park
- NKFM pre-diabetes programs
- Intervention to address MiPHY data on body image (anorexia, etc.)
- Middle school track
- Grocery Store intervention – something like what Courtney Stinson is doing in Chelsea
- Restaurants
- Intervention to help those with disabilities (medications, etc.) lead a life of wellness

E. Focus areas

- Year 3 plan was largely focused on youth, for the Year 4 if the plan is focused on youth again, we'll need to justify it
- Balance the 4 elements
- Chelsea's coalition has a tag line – Friends and Family Wellness, Dexter has 2 focus areas – Healthy Weight, Healthy Mind and Body
- 5 year plan to have simple description of what the coalition is focused on (Grass Lake and Dexter have 5 year plan, Chelsea and Stockbridge are working on one)
- Healthspan (versus lifespan) is a term being used to describe someone's years of high quality of life (often due to living a life of wellness)
- Target people ready to lead a life of change and those already living a life of wellness. The third group – those not interested in living a life of wellness – are unlikely to change unless they have a life event that encourages them to

F. Marketing

- Keep descriptions simple, no abbreviations, no technical terminology, etc
- Do post marketing even for interventions that didn't have good participations. Marketing would provide information about the wellness benefits for those that did participate in hopes that others would be interested the next time the program is run
- Develop Support Statements for interventions. "Manchester Voices is supported by"

2. Outreach event – Oct 10 at Homecoming Football Game

- What give-aways do we have?
 - Manchester Voices is doing T-shirts, tumblers, putting red ribbons on cars, tattoos
 - Coalition has biodots, some wrist bands, maybe some pedometers (CRC)

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- Coalition decided to find a new giveaway, 150 of them which cost \$2 or less.
 - Bags
 - Pouches that stick to phones
 - Phone charging stand
 - flashlights
 - tattoos

- 4. Interest survey – 15 responses from Manchester residents so far. Here are the results:
 - Did you know that Manchester has a Wellness Coalition: 13 yes, 2 no
 - Have you participated in any of the following MWC Events?
 - Manchester Voices – 3
 - Project Success – 0
 - Project TNT – 0
 - Healthy Chefs – 0
 - Community Garden – 1
 - Farmers Market – 10
 - Fuel up to Play 60 – 1
 - Youth Football – 2
 - Street Festival - 4
 - Safe Routes to School – 5
 - Summer Swimming – 0
 - Manchester Wellness Center – 6
 - Walking Program – 4
 - Arthritis Class at MWC – 0
 - Kids Zumba – 1
 - Scholarship at MWC – 0
 - Manchester Fire Fighters Scholarship – 0
 - Red Barrel Program – 1
 - Community Read – 4
 - Gazebo Concerts – 8
 - Five a day toolkit – 3
 - Math and Science Night – 3
 - Are you interested in participating in the Manchester Wellness Coalition: 4 Yes, 9 No, 3 maybe
 - Which of our mission areas interests you? AUS-2, MM – 3, CWO – 5, Eat Healthy – 8
 - Have you liked the MWC on Facebook? 2 – Yes, 14 – no
 - During what timeframe would you be more likely to attend a meeting?
 - 12-1 pm – 1
 - 5-6 pm – 2
 - 7-8 – 4
 - 3 hour Saturday session – 2
 - None - I want to participate but not in meetings. 10

Work on getting more responses over the next few months.

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5. September CAC, Art Franke from the National Kidney and Diabetes Foundation of Michigan discussed a program they run in communities for people with pre-diabetes. It is a 1 year program focused on helping them lose 7% of their body weight and to get 150 min of physical activity a week. Looking to begin in Manchester late 2014 or early 2015. CAC approved a \$2630 grant for stress management training for 20 people in the 5 towns. NEXT CAC is about regional trails and is Oct 6 at 6 pm at CWF office at 310 N. Main St., Suite 203, Chelsea MI. All are welcome to attend.

6. MWC Volunteer of the year is Kathy Benedict! Thanks, Kathy for all you have done this year!

7. CWF mailer is almost done, should go out within a month to all residents of 5H communities. MWC will continue to discuss a mass mailing flyer once the 5 year plan is done.

8. Announcements

- Crop Walk - Oct 5 at 1:30 pm - meet at United Methodist Church for the 1 mile walk or walk around the track. 25% of the proceeds stay in the community and 1/3 of it goes to CRC.
- Sept 30 at 7 pm in Village Room, the CRC is hosting an event for local organizations to get together to make connections. RSVP – Laura at manchesterCRC@sbcglobal.net
- New stores are opening in Manchester, one is offering a 5 ft bookshelf for \$25 a month. Should we try having 5H, MWC, and other wellness items in one of these stores to further promote wellness awareness?