



Nutrition, Physical Activity, Weight Status - Community Engagement Work Group Meeting
Thursday, January 23, 2020 at 1pm

MINUTES

Present: Amanda Keefer, Courtney Porter, Brittany Baird, Barb Houpt, Melissa Miley, Jim Boyer, Nickie Fickel, Christy Methner, Lauren (?), Andrea Nunez.

The work group focused on the Get Fit Franklin County Ambassador campaign

I. **Get Fit Franklin County Flyer**

- The group reviewed the final partner flyer; it's good to go but on hold until to roll out campaign until we create a community flyer
- The group worked on a community flyer; Courtney will send it out for review
- The group reviewed the Get Fit, Franklin County webpage and have several recommendations to make it easier to navigate:
 - The website is too wordy; work to simplify it and try to align it with the community flyer content
 - Consider arranging content as bullet lists rather than paragraph
 - Add icons (bikes, barbells, click here, click on)
 - Spanish speaking components
 - Green adults and children link back to FC statistics
 - Link the groups/their pages on the calendar (beer runners, FC Cyclists)
 - Need a list of groups we can add (part of phase two)
 - (Melissa will work on the website copy)
- The group reviewed the outreach strategy for prospecting partners
 - The Ask: Promote our flyer; increase awareness of our website
 - If they want to be a partner give them another flyer
 - To start a conversation, go over the partner perks
 - "This is a similar flyer to what you would post (community flyer)
 - The group reviewed the tier one organizations/partners and who would be doing the ask:
 - Chambersburg YMCA – Ellen, Barb or Courtney
 - Waynesboro YMCA – Sara Santangelo; Courtney to talk to Ellen to contact Sara
 - SCCAP – Barb would reach out
 - FC Gov't – Barb would reach out to Tiffany
 - FCHA & Fist Start Partnerships – Amanda would reach out- ON BOARD
 - Shippensburg U- Jose – Courtney to reach out to exercise science program
 - HCP – Jim
 - Keystone Health – Christina
 - WHCS – Denise



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- United Way – Amy, Barb or Melissa
- FCADC – David, Mike, Noel Purdy
- Wilson College – Melissa would reach out to Tonja Hess
- Phase 2 would be targeting fitness centers/businesses – TBD

Next Meeting: The work group will meet on Thursday, February 27 at 1pm, one week earlier due to Christmas.