

Governor's Council on Physical Fitness and Nutrition Group Meeting Report

Meeting Date & Time: March 12, 2009 8:00 am – 9:30 am

Chair: Dr. Greg Peterson

IDPH Staff: Tim Lane, Carol Voss, Amy Liechti, Kala Shipley

Council Members in Attendance:

Beverly Ahern Dr. Greg Peterson

Brett Altman John Walling

Diane Bartholomew Jim Hallihan

Curtis Linhart Jennifer Hill

Jenny Norgaard

Others in Attendance:

Becky Miles-Polka (facilitator)

The meeting of the Governor's Council on Physical Fitness and Nutrition was called to order by Dr. Peterson.

The first order of business was the approval of the minutes from the 2-3-09 meeting. The approval was so moved by Brett Altman and seconded by Curtis Linhart. Hearing no objections, the minutes were unanimously approved.

The Nutrition Subcommittee report was provided by Carol Voss. The group has considered existing resources and materials that could be incorporated into the nutrition challenge. They plan to implement their challenge in conjunction with the Live Healthy Iowa Kids existing physical activity challenge. The group plans to meet again and bring their final recommendations back to the full Council at the April meeting.

Tim Lane provided the report for the Physical Activity Subcommittee. He stated that the group intends for their overall challenge to promote getting children to move more and move better. The subcommittee also discussed what award items might be given to the kids. The group discussed incorporating a "move more" portion of the physical activity challenge during the spring in Live Healthy Iowa Kids and a "move better" piece to be offered during the fall semester. The subcommittee plans to develop 12 core exercises for the "move better" piece. The Physical Activity subcommittee will also bring their recommendations back to the April meeting.

Amy Liechti reported on the work of the Worksite Wellness Subcommittee. They have been tasked with the development of criteria for awards that will be sponsored by the Governor's Council on Physical Activity and Nutrition. This new proposed awards process will build on the process already in place through the Wellness Council of Iowa. The proposed awards will be for Community, Small Business Workplace, Large Business Workplace, School or College Workplace, Facilitating or Resource Organization, and Individual. The criteria needs to be complete so applications can be made available in late spring for a mid-summer due date. The subcommittee will meet again to finalize their proposed awards and criteria and bring their recommendations to the full Council at the April meeting. Curtis made a motion that the Council directs the staff and Wellness Subcommittee to prepare an itemized budget and plan to support this effort. The motion was seconded by John and was unanimously approved.

The next order of business addressed was the website URL. Discussion was held regarding the options. Ultimately, John made a motion to choose www.healthyiowa.gov. Jim seconded and the motion carried. This URL must now be approved.

Kala discussed a Wellmark grant opportunity focused on childhood obesity. Tim agreed to set-up a conference call to discuss the purpose and objectives of this potential application. The call will take place on Friday, March 20th at 8:00am. Council members should send their ideas to Tim prior to the call.

The Council discussed the logo options. The top choices of the Council were #1, #2, #5, and #9. After discussion, it was decided to get these 4 logos in the form of a seal using similar color schemes for each. They will also be asked to include the Council's URL in the design. Jim will send out the new designs when they are ready.

Meeting Changes:

- April 9th meeting will be extended to be a full-day meeting
- May 14th call will be extended from 1 ½ hours to 2 hours

Updates:

- Lt. Governor's Challenge
- The Governor's Council has been added to the Health Care Reform Committees web site.

By consensus of the Council members, the meeting was adjourned.

