

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

Meeting Date & Time: June 11, 2009 8:00 am – 1:00 pm

Chair: Dr. Greg Peterson

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

Council Members in Attendance:

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| Beverly Ahern | Greg Peterson |
| Brett Altman | Jennifer Hill |
| Diane Bartholomew | Jim Hallihan |
| John Walling | Jennifer Peterson |
| Curtis Linhart | Jenny Norgaard |

Others in Attendance:

Becky Miles-Polka (facilitator)
Brian Jennings (Governor's Office)
Julia Thorius (Dept. of Education)
Traci Kepley (Live Healthy Iowa)
John Hedgecoth (Dept. of Health)

The meeting of the Governor's Council on Physical Fitness and Nutrition was called to order by Dr. Peterson at 8:20 a.m.

The minutes of the April 9th, 2009 meeting were approved pursuant to a motion by Hill and second by Ahern.

Dr. Peterson began the meeting with a reflection of the Council's accomplishments:

- Input provided to Iowan's Fit for Life Comprehensive State Plan
- Website URL secured; development begun
- Governor's Physical Fitness and Nutrition and Challenge poster ready to print
- Physical Fitness Curriculum determined

Physical Fitness Subcommittee Report

- Busy with photo shoots (deadline June 30); pleased with current status
- Will draft a letter to IAPHERD to roll out project
- Will make a presentation at IAPHERD fall conference in November

Social Marketing Presentation

- Announcement of upcoming June 24 presentation *It's More Than Just Good Pictures: Developing More Effective Evidence-Based Health Campaigns* for Governor's Council by Shelly Campo and Natoshia Askelson from the University of Iowa Center for Health Communication and Social Marketing
- Iowa Department of Public Health Social Marketing team will be invited to attend

Staff updates

- Tim showed print screens from website; suggestions were provided to make the logo and text easier to read; will include Governor's head shot and photos
- Update on PE4life (Tim will invite their staff to attend and report to the Council). The same may be done with IAHPERD
- Carol gave an update on the NEMS vending machine assessment tool; is now being tested throughout the state

Nutrition Subcommittee Update

- Governor's Challenge poster mock up was presented to the group
- Changes to the poster were identified as changing hours to minutes in the tracking key for physical activity and changing the logo color to more of a "John Deere" green to align with the color of the logo portrayed on the website.

Worksite Wellness Update

Amy provided an overview of planning progress for the Iowa's Health Excellence Awards banquet.

- The criteria, as determined by the worksite wellness subcommittee of the Council, was submitted to the Wellness Council of Iowa.
- She advised the Council that there may be some minor changes made to the criteria as the planning process continues.
- One change that has already taken place is in the naming convention of each award. They were previously referred to as Star Wellness Awards. They have been renamed to Healthy Iowa awards.

A logo and branding for the awards and the banquet are in development. The banquet will be held during the evening of October 1st at the HyVee Convention Center (60th and Westown Parkway in West Des Moines).

Wellmark Grant

- Carol handed out copy of grant that was submitted and went over highlights of concepts and budget categories in the grant application
- Carol thanked Becky who did a lot of the writing of the application
- Wellmark Foundation board meets on July 13th and will be presented at that time on results from the grant reviewers; notification of awardees will be shortly after that date

Healthcare Reform Council update

- John Hedgecoth, Policy, Research and Development Advisor presented an overview of the Iowa Health Reform Councils and their work plans

Governor's Council Budget

- Kala reviewed next year's proposed budget for 2009/2010

American Diabetes Association Updates

- Dr. Peterson shared an update on the June 4 American Diabetes Association Leadership Breakfast and the Fall Fitness Day with the Council.
- Fall Fitness Day 2009 will be held Saturday, September 26 at the Blank Park Zoo in Des Moines.

Communication Plan

- Julia Thorius shared communication mechanisms which are currently established through Dept. of Education
 - School Leader Update monthly electronic newsletter for superintendents, administrators and teachers from Director Jeffrey posted on the DOE website
 - E-mails to 24 home sponsoring USDA Child and Adult Care Food Program organizations with 1500 home providers
 - Communications with around 500 TEAM nutrition program schools
 - E-mail communications to school nurses – student health services
 - E-mail connections/list serve with Iowa Partners: Action for Healthy Kids members
- The decision was made to have a meeting with key organizations in Iowa to discuss the Governor's Challenge and its distribution, receive input on future efforts, and explore potential opportunities for partnerships
 - Invitations will be sent out by IDPH staff to School Nutrition Association; School Nurse Organization, Parent Teacher Organization, Family and Consumer Science Association, Iowa Association of Health, Physical Education, Recreation and Dance (IAHPERD), Iowa Association of School Boards, School Administrators of Iowa
 - Staff will put together a PowerPoint presentation and send out to the Council to review
 - Meeting will be held on July 21, 2009 from 10:00AM – 12:00PM at the Ola Babcock Building, room 300; PowerPoint presentation 30 minutes; discussion 90 minutes

Actions

- Tim will follow up on suggested changes to website
- Jim will follow up on suggested changes to Challenge poster
- Jenny Norgaard, Diane and Curtis agreed to present the Challenge at the November 21st IAHPERD fall conference
- John will share information about the Challenge at the October 29 Super Power Summit
- Tim will invite representatives from PE4life and IAHPERD to the September meeting

Meeting adjourned; next meeting September 10, 2009