

HWTF Obesity Conference Call Notes
June 30, 2004
10:00 am

Update on Obesity Initiative Activities

New Grantees

- Four new grantees receive funding July 1, 2004
- Orientation meeting August 9, 2004
- Descriptions on HWTF Web page

Description of Fit Together

- The 20 obesity prevention/reduction grantees now fit under the umbrella of “Fit Together.” Fit Together, a partnership with BCBSNC, will also include a statewide education and outreach campaign. A representative from HWTF will give more details about Fit Together at the July evaluation trainings.
- “Fit Together” replaces the title, “Children, Youth and Community Obesity Prevention/Reduction Initiative.”
- Grantees should continue to use the HWTF name when speaking to policy-makers and others (example – “the X county project is part of the Fit Together initiative sponsored by the HWTF.”).
- There is a new HWTF logo, and a new Fit Together logo that will be distributed to grantees soon.

Fit Together Listserv vs. email list

- A listserv is being set up and will serve as a discussion forum for grantees. The Duke team will send out a test message, and grantees should reply to confirm receipt. The listserv address is DEPT-CFM-FIT-TOGETHER@MC.DUKE.EDU.
- A mail list will continue to be the primary way that the Duke Team communicates with grantees as a group. Grantees should let their Duke Project Coordinator know if they are not currently on the mail list (if grantees have received “news you can use” emails, they are on this list).

2005 Technical Assistance Trainings

- The Duke Team plans to hold two trainings in 2005 and two in 2006. Ideas received from grantees thus far include:
 - Media training
 - Advocacy training
 - Partnership training
 - Coalition building
 - Please continue to share your ideas with the Duke Project Coordinators.

Opportunities and Ideas for Media

- Richard Clark mentioned that HWTF is hiring a new staff member in July, who will focus on PR and has a strong background in media. She will likely be a good resource for grantees interested in media training. The 13th Annual Healthy Carolinians Conference (October 7-8 in Greensboro at Embassy Suites) focuses on

communicating successes. More information should be posted on their Web site soon (www.healthycarolinians.org).

- Ann Lambros from Wake Forest University mentioned a monthly training at WFU that focuses on media training. Ann will send additional information via the listserv once it is up and running.
- Columbus/Robeson – Introduced Project HEALTH on “Your Health Matters” program, which was pre-recorded at Southeastern Community College and aired on the community cable access channel. Mary Black mentioned grantees may look for opportunities with local community colleges

HWTF Study Committee

- The study committee is a group of 19 experts from across the state that is looking at potential policy changes on the state level. Currently the study committee is in the information-gathering stage. The first meeting was an introduction of the committee and its purpose. The second meeting focused on physical activity.
- Mike Arnold is the contact person for the study committee. Grantees can email Mike at mike.arnold@ncmail.net and ask to be added to the listserv. Mike has already contacted some grantees to speak to the study committee, and he may contact others.
- The Duke Team will pass along additional information and updates about the study committee as they receive it.

IRB Process

- Chris Hoke of the Division of Public Health reported that the first meeting to review the IRB packets received thus far will be held this week.
- Grantees are reminded to send a complete copy of their IRB application to their Duke Project Coordinator when they mail the packet to Chris Hoke.
- The Person County group mentioned that they received a phone call from the Division of Public Health, asking for clarification on a few points, including the readability level of the questionnaires. The Duke and ECU Teams will contact the IRB to let them know they are available to answer these kinds of questions that are specific to the cohort study.
- Grantees are reminded that they cannot collect personal information from project participants until they receive approval from the IRB.

Regional Evaluation Trainings (Eastern Region – July 7, Western Region – July 13, Central Region – July 19)

- An agenda was sent out following the conference call.
- The site visits to install tracking software were initially scheduled to immediately follow the evaluation trainings. Because the Duke and ECU teams need additional time to pilot-test the software, these visits will be postponed, likely until the fall.
- Grantees should continue to submit monthly reports as they have been doing.

Due Dates

Six-Month Report due July 20

- The report format was sent to grantees July 1.

- The report consists of the grantee's regular monthly report due July 20, a few open-ended questions, and several rating questions.
- Grantees should also submit any project materials they have developed and would like to share, including newspaper articles, flyers, brochures, etc.

Quarterly action plans due July 20

- All grantees should submit an action plan July 20, whether changes have been made or not. Include in the email any comments about whether changes have been made.
- If significant changes occurred, partner signatures are required. Grantees should contact their Duke Project Coordinator with any questions about requirements.

Annual Meeting – November 1, 2004

- The Duke Team is searching for a central location for the November 1 meeting, and there are a few possibilities.
- Amy Hamilton of FirstHealth offered to help identify a site in one of their target counties.

Grantee updates, concerns, questions, struggles, successes

Social marketing

- Fit Together will have a social marketing component – BCBSNC and HWTF will be doing marketing, technical assistance, outcome analysis.
- Mike Newton-Ward of the NC Division of Public Health explained the difference in social marketing and advertising. Mike offered to share information and resources related to social marketing with those who are interested. Grantees may contact Mike at mike.newton-ward@ncmail.net.

Miscellaneous Announcements and Comments

- Debbie Albritton mentioned that Gov. Easley has declared September “Healthy North Carolina” month. This may be a good opportunity for grantees to collaborate with the county health departments and other county partners to make a statement in September.
- Richard Clark explained that paid media needs to be pre-approved by HWTF.
- Questions about pre-approval requirements should be directed to the Duke Project Coordinators.
- Often, the Duke Team will be able to approve media without going through HWTF. Grantees should always plan to send a rough draft early in the process, and state the deadline for when they need approval.
- Logos – Customizable formats will be available for grantees.

Summary of Action Steps

Grantees:

- Will send a complete copy of their IRB application to their Duke Project Coordinator when they mail the packet to Chris Hoke. Grantees are reminded that they cannot collect personal information from project participants until they receive approval from an IRB.
- Will submit six-month report, along with any project materials they have developed, including newspaper articles, flyers, brochures, by July 20

- Will submit quarterly action plan by July 20, whether changes have been made or not. If changes are significant, partner signatures are required.
- May contact Mike Newton-Ward of the NC Division of Public Health, mike.newton-ward@ncmail.net for information and resources related to social marketing.

HWTF Team:

- Will give more details about “Fit Together” at July evaluation meetings
- Will distribute new HWTF logo and Fit Together logo and BCBSNC logo

Duke Team

- Will re-send test message for Fit Together Listserv (*Sent 6-30-04*)
- Will pass along HWTF Study Committee information and updates as they are received

Conference call ended at 11:15am.