

## **MetroWest Moves Meeting**

### **MetroWest Health Foundation**

**161 Worcester Road, Suite 202 | Framingham, MA 01701**

**June 14,2012**

**Date:** June 14, 2012

**Time:** 10:00 am – 12:00 pm

**Members Present:** Laurie Courtney, Bob Landry, Sam Wong

**Others in Attendance:** Tammy Calise, Amanda Ryder, Elizabeth Costello, Dana Baarsvik, Ramani Sripada

#### **I. Kick-off Meeting**

##### **a. Debrief**

The group discussed the successes of the kick-off meeting. Fifty five people were on the RSVP list (not all were in attendance). The key players from each community were present, which provided an opportunity for education and communication between the communities. Massachusetts State Senator Eldridge and Representative Steve Levy attended the meeting and were given an opportunity to respond to Mark's presentation. Elected officials in each town expressed excitement about the initiative. The meeting was covered in the press by several media outlets, including Marlborough Cable.

##### **b. Next Steps**

###### **i. Meeting in Acton**

Sam, Laurie, and Bob are each attending and have and/or will reach out to and encourage community members/stakeholders to attend the meeting to see a presentation by Mark (similar to the kickoff meeting), as well as a presentation on the public health side of the project. Those that were not able to go to the kickoff will have the opportunity to get similar information at this meeting. The meeting will serve as an opportunity for communities to share best practices with each other, and to bring health and planning together.

###### **ii. Follow up**

- Individual community meetings: An expanded group of stakeholders (and potentially advocacy groups and neighborhood associations) will meet with JSI to kickoff initiative in each community. These meeting will serve as an opportunity to form topic specific work groups (vending, restaurant, complete streets), to bring together the community at large, and to reengage attendees of the kickoff meeting. Tammy noted the necessity of keeping the meeting attendees engaged and providing work for them.

- Meeting to connect food service directors in each town: Northborough reached out to Tammy to connect their food service director with Brendan Ryan, the food service director in Framingham. A meeting between the three food service directors (or a formal workshop) was discussed. Hudson is in the process of changing food service directors.
- Kickoff meeting video: JSI will reach out to Dan Guinden at Marlborough Cable to get access for JSI website and Framingham and Hudson cable
- Bob noted that now that MetroWest Moves is branded, the group should continue to get name/logo out into the public

## II. Action Plan

### a. Assessments/Change Tool

- At the beginning of next week, JSI will go through change tool with Laurie, Sam and Bob to get community-specific answers for the change tool, as well as contacts for unanswered questions.
- Leadership: The group discussed involving partners like the Department of Economic Development in order to bring them into the discussion about the initiative

### b. Awareness/Media

- Elizabeth introduced the communications strategy, and requested input from the group members regarding the target audience, messages and engagement goals, and channels and tactics of communication efforts.
  - Target audience: The group decided that the primary audience of the initiative's communication includes the community residents and stakeholders. The secondary audience includes the media and other communities (both Mass in Motion grantees and communities implementing health initiatives)
  - Messages and Engagement: It was decided that the target audience should take action in the following areas: participating in initiative activities, making suggestions, and communicating with MetroWest Moves and the municipal governments.
  - Channels and tactics: It is important to reach people through a number of different channels (new and traditional). Tools include social media, the website, a listserv, a blog (with potential guest bloggers from the community, and local media (newspaper, radio, TV).
  - Other considerations: communication may have to be in multiple languages (English, Spanish, Portuguese), cooperation with Mass in Motion communications
- Website: Elizabeth introduced the website development process guide. To start work on the website site map, she asked the group members for input on the content that will be included on the website.
  - As a baseline, Elizabeth suggested the following content areas:

- links to website
  - healthy eating information
  - active living information
  - Calendar/Events
  - Social tools (Facebook and Twitter widgets)
  - About us (vision, mission statements, community profiles)
  - Contact
  - How to get involved
  - Database for healthy restaurants (later)
- The group brainstormed the following content areas:
    - Policy (impact on health, economic health and development)
    - Statistics
    - Blog for active living/events
    - Maps (interactive)
    - Bio of the month (someone making a change)
    - Discounts/Coupons/Incentives
    - Links
    - New ideas to try (books, recipes, activities)
    - Information on why policy/environmental changes are important
    - Definitions
    - Low calorie/vegetarian options for eating out
    - Community projects
    - Events (past events archive)
    - Success stories
    - Blog → guest bloggers
    - Mass in Motion info
    - How to: shop healthy on a budget, shop at a farmer's market on a budget, find a workout buddy, work out without a gym)
    - Getting involved
    - Connecting residents to community infrastructure
    - Places to walk (during lunch hour)

- JSI will provide a couple options for the visual interface design of the website. The site can be changed and edited in the development stage of the process, and room will be left for growth of the site.

c. Healthy Restaurant Initiative

JSI is working to complete a database with all the restaurants in each of the towns (which will include information about type and location of each). Tammy introduced the criteria the Department of Public Health uses to recognize restaurants as "Healthy Dining" establishments. These criteria will be used as guidelines that can be framed in a way that makes sense for each community.

At the next meeting on 6/28, the group will go over the procedure of approaching each restaurant.

d. Vending Policies

JSI is working on a vending policy protocol and will report at the next meeting.

III. **Budget Update**

No changes have been made to the budget. JSI will invoice Town of Hudson for the work completed in Fiscal year 12 Q3 and Q4.

IV. **Town Updates**

Laurie and Tammy attended the tech park interview. Tammy attended the recommendations presentation. A final written document of recommendations will be completed by the Urban Land Institute in 6 weeks and can be found on their website at <http://boston.uli.org>.

Next Meeting: Thursday, June 28<sup>th</sup>, 9:30am-11:30am (Wayland)

Meeting Adjourned: the meeting adjourned on June 14<sup>th</sup>, 2012 at 12:01pm.