

Tri-Town Meeting Agenda

Date: May 9, 2012

Time: 2:00 pm – 3:30 pm

Location: MetroWest Health Foundation

I. Kick-off Meeting

- a. Location
- b. Save-the-date (review templates)
- c. Poster
- d. Photographer

II. Name Considerations ??

- a. MetroWest on the Move
- b. MetroWest in Motion

III. Public Awareness

- a. Mission/Vision statements (review suggestions on attached page)
- b. Press release
- c. Website (need URL - see suggestions on attached page)
 - i. Discuss website
 - 1. Review Worksheet (see email attachment)
 - 2. Review example websites
 - 3. English or English/Spanish/Portuguese
 - ii. Discuss startup content
 - 1. Mission statement, place for people to sign up for emails, link to Facebook/Twitter, logo, list strategies
 - 2. Are there photos from their other Town events we could show?
- d. Elevator speech
- e. Twitter handle (review suggestions on attached page)
- f. Facebook

IV. Interns

- a. Review JSI highlights
- b. Interviews

V. Budget Update

Example Information

Example Mission Statements

1. To create a healthy community by promoting and supporting an environment where all have access to healthy affordable food and numerous places to enjoy physical activity!
2. A community initiative to provide opportunities for MetroWest residents to be active and eat healthy.
3. Creating and promoting environments that make it convenient for people to integrate physical activity and healthy eating into their daily routines.
4. To make healthy living easier.

Vision Statements

1. The MetroWest communities will be measurably transformed so that opportunities for engaging in healthy behaviors - walking and biking on safe routes, buying affordable fresh fruits and vegetables close to home, engaging physical activity in parks and participating in active after-school programs - are part of daily life.
2. To improve the physical health and safety of MetroWest residents by positively influencing communities to improve their active community resources through infrastructure, policy and programming changes.
3. Community changes will help build a healthier MetroWest and create a more satisfying place to live, work, and play. (Hamilton County, OH)

Example Websites

<http://sites.google.com/site/energizeeverett2010/>

<http://www.watchusthrive.org/>

<http://www.somervillema.gov/departments/health/sus>

<http://www.springfield-ma.gov/hhs/mass-in-motion-2.0.html>

<http://www.ci.fitchburg.ma.us/residents/fun-n-fitchburg/default.cfm>

Example URLs (Available)

1. Metrowestonthemove.org
2. Metrowestmoves.org
3. Metrowestinmotion.org
4. MWOTM.org

Twitter Handles (Available)

1. @MetroWestOnTheMove
2. @Metrowestonthemove
3. @MetroWestInMotion
4. @Metrowestinmotion
5. @MetroWestMA
6. @MWIM