

Arizona Nutrition Network Program Committee Meeting Minutes

DATE: December 8, 2009
TIME: 10am
LOCATION: ADHS 150 N 18th Ave Room 415b
PURPOSE: Review Milk Study Results, Review Network Evaluation Results and discuss Social Marketing Campaigns for FY 2011

Milk Study Results: Veronica Vaughn/Dana Goodloe provided an overview of the results of the Milk Study that was completed this summer. This report is available on the eatwellbewell.org website

Network Evaluation: Shelley Kuklish provided an overview of the results of the Network Evaluation that was completed in FY 2009. This report is available on the eatwellbewell.org website

Social Marketing Campaigns for FY 2011:

- How should the results of the milk study effect our direction for FY 2011 messaging?
- Many Partners do not currently utilize the Grow a Healthy Child campaign materials in the schools. Should that campaign continue? Should the messaging be changed to be better utilized in the schools?
- Should there be a different focus altogether?

Plan of Action: Because the group was small but mighty (14 total attendees half of which were state Network staff) the group decided to take a different approach in making this decision. Dana will find a way to share this information with the group as a whole at the next Partner meeting (January 28th) and get their input/feedback at the same meeting.

*******NOTE*******

**The Program Committee meeting scheduled for January 27th at 4pm is cancelled!
The next Program Committee meeting will be April 28th at 4pm at ADHS**