



ActionNow4Kids Workgroup
December 17, 2007

Present: Jessie Coffey, Gina Egenberger, Lesa Hoppe, Jill Jank, Kathy Karsting (reporting), Carol Mitchell, Corrine Roach

Website update (Carol Mitchell)

- Sort content by themes
- Sort content by Children, Youth, Adult audiences
- Include intro remarks
- Develop a plan for updates on a regular basis
- (Optional) Develop a plan for periodically rotating the web site links
- Committee note: the resource manual content may serve as content for the web page

Resource Manual final content revisions done

Workplan development

- Draft from Jessie
- Add pilot schools and evaluation plan to workplan

Discussion on production of materials:

- Posters: selection of size for pilot project
- Mass production cost prohibitive? KK to obtain cost proposal from DHHS
- Suggest toolkit approach?
- Screen Savers:
 - Discouraged use of life-sized cut out due to safety and durability issues..

Evaluation plan for pilot:

- Does the image prompt recall of the message/theme
- Mike H. suggestions for eval.

Plan:

- Production of pilot sets of posters - Corrine and Carol
- DHHS production - KK
- Jessie will follow up with LPS re district-level approval for proceeding with project in pilot schools.

Discussion on CHE application:

- Collaborate with St. Elizabeth

Creighton-based intervention program for families

We Can curriculum

Involvement of one or more physician groups?

Plan: further revision

Due Jan. 25, 2007