

# Education and Outreach Workgroup

## Goals and Objectives

July 1, 2006 – June 30, 2007

### **Goal 1: Bring attention to Coalition successes and help publicize them within the Coalition and the community.**

Objective 1: By June 30, 2007 the Coalition will develop a minimum of two media exposures via television, newspaper, magazine, or radio.

Activities:

1. Continue to work with the KyXy radio Kaiser Get Fit and Thrive Challenge and Health Net Treat Yourself Write campaigns.
2. Seek other opportunities in print media (e.g., Salud Magazine)
3. Create a media fax fact sheet: e.g., the Local School Wellness Policy or other timely items.
4. Create partnerships with media to work with community outreach projects (eg, KPBS project to work with pediatricians in distributing their nutrition toolkit for families)

Objective 2: This year will continue to update the Coalition website to make more informative and user-friendly for Coalition members and the community.

Activities:

1. Update information on the website.
2. Update the Resource guide for overweight children – explore partnership with 211 on access to the community resources.
3. Add all available Coalition materials to the website in PDF format.
4. Send out e-mail newsletters once a month.

### **Goal 2: Increase role as community resource for childhood obesity prevention and treatment.**

Objective 1: Explore other ways to increase our visibility as a community resource.

Activities:

1. Seek partnership with library system (e.g., support them in offering section of books on health eating and physical activity for the kids, sponsor events at libraries)
2. Pursue partnership with parent groups and community groups (e.g. Junior League, PTAs)
3. Pursue avenues with local businesses, restaurants, small grocers to support increasing fruit and vegetable consumption.

Objective 2: Share our resources at events. Currently have two types of Nimlock board presentations – one for peers relating “What is CCW?” and second with health-oriented information for the lay public. A third empty Nimlock is available.

Activities:

1. Complete the community resource pieces of the Nimlock board
2. Participate in exhibit booths at peer events with the Nimlock board and brochures (e.g., 2007 Childhood Obesity Conference in Anaheim and Obesity Summit in San Diego)
3. Use the community-oriented pieces of the Nimlock to share at community events or health fairs and distribute our tip sheet.
4. Use empty Nimlock board at CCW/SDNN meetings for people to add job opportunities, new resources or events.

Objective 3: Support Obesity Summit in 2007 with the Childhood Obesity Action Plan

Activities:

1. Participate in promoting through our membership.