

# CHOW minutes August 1

Monday we all met for our August Childhood Obesity and Family Wellness meeting. Here's what happened!

Roll Call: Heather Criss, Jessica Martinez, Megan Cavalli, Tarney Sheldon, Julie Webb, Jake Burgess, Neil Davis, Tiffany Gibson, Thais Mazuer, Car Mun Kok, and Ceci (Phoned In).

Announcements:

- The Blue Zone Project will be visiting Ukiah for their next meeting on September 11<sup>th</sup> & 12<sup>th</sup>
- Vendor applications for PumpkinFest are open and are available to food, merchandise, informational, interactive, children's, etc. Visit the City of Ukiah website for more information & application.
- Be sure to check out @walktober\_mendo on Instagram this coming October! Get your coworkers, family or group of friends together and start walking! Be sure to tag @walktober\_mendo and use the hashtag #WalktoberMendo so your active posts can be found.
- Final Sundays in the Park is this coming Sunday, August 13<sup>th</sup> featuring Tainted Love – a rockin' 80s cover band. The show starts at 6pm and it's FREE!
- There will be a county wide CHIP summit on October 25<sup>th</sup> from 9:30am to 12:00pm at the Willits City building on E Commercial St.

Triathlon Debriefing

- Total Participants = 121
- 142 completed the survey with Car Mun
  - Will you participate in 2018?
    - Yes – 82%
    - Maybe – 14%
    - No – 1%
  - Best Part of the event
    - Kids said each event (swim, bike, run)
    - Parents said “seeing the kids succeed”
  - Changes?
    - Have a competitive level – level 5?
    - Earlier start time due to heat – not much more we can do...
    - More water – look into a mobile water station; “Sonoma Water”
    - More trash cans – they just needed to be better placed
    - Two tables for check in – Pre reg & walk ups
    - Better finish area w/ surveys, certificates and lunch tickets
    - Make lunch free for participants & families – too much grey area w/ suggested donations
    - We have enough money to look into a caterer for 2018
    - Race numbers would get kids more excited & feel official

- Different bike coral for *after* the race
- Big scoreboards with clock for all to see time
- Look at two groups for level 2 w/ different start times
- Better signage
- Megaphone
- A LOT more balloons
- Brief volunteers better

Overall the Triathlon was an amazing event! It was the talk of the town for a while and that is very exciting. Talk like that really motivates people to get out and be healthy. Be prepared for a completely different date next year as we will plan it around City Rec events.

- Goals & Objectives
  - The sub-committee worked more on their flow chart and filled in the short, medium and long outcomes.
  - Our first goal is to create a brand and market it, then we will move onto broader goals such as updating policies and then ending with decreased obesity rates and overall a Healthier Mendocino County.
- For our next meeting, everyone is to bring different themes/ideas for each month and will “present” them to the group. These themes will surround the idea of healthy living and will somewhat mimic Walktober. When all ideas are presented, we will agree on one for each month and create a 12 month calendar of healthy living. These ideas don’t necessarily have to be “Activities” ... just a phrase, theme, or hashtag that people can use when they post pictures on social media about their healthy living.
  - We should look into smaller events where outcomes are physically seen in one area, one group, one day, etc. These events can be a lot smaller than a Triathlon.
    - Family 5K
    - Family Garden Day
    - Family Skate Day (Ukiah on Ice)

Our next meeting is **TUESDAY, September 5<sup>th</sup>** at the NCO building from 1pm-2:30pm.