

Tuesday September 5, we met for our monthly CHOW meeting and discussed the following:

Roll Call: Heather Criss, Jessica Martinez, Neil Davis, Cameron Underwood, Pamela Chiriboga, Jake Burgess, Julie Webb, Megan Cavalli, Tiffany Gibson, Thais Mazur (phone).

Announcements:

- Blue Zones is coming to Ukiah again!
 - Monday & Tuesday, September 11 & 12 at the Ukiah Valley Conference Center
 - Invitations have been sent out and posted on Facebook – if you did not receive the information, please contact Tiffany Gibson at GibsonTA@ah.org
- NCO and Walk & Bike Mendocino is working on an Urban Greening grant of 1.8 million dollars to extend the rail trail – they are in round two of the process (fingers crossed!)
- City of Ukiah events, call (707) 463-6231 for more information
 - Youth Basketball registration is open for boys & girls in grades K-12 through the City of Ukiah. The league is completely recreational and the fee is \$60/\$65 (scholarships available)
 - PumpkinFest is here!
 - The weigh-off will be at the Alex R. Thomas Plaza on Friday, October 20th from 4pm-7pm
 - The parade will be Saturday, October 21st at 10am – Rain or Shine!
 - The event itself (vendors, children’s activities, Bake Contest, Basketball Tournament, Haunted Ship, Beer & Wine garden and so much more!) is Saturday, October 21st from 10am-6pm and Sunday, October 22nd from 10am-4pm. Get involved and visit [@ukiahrec](https://www.facebook.com/ukiahrec) on Facebook to stay up-to-date with different activities.
 - Bounce to the Stars at the Observatory Park on Friday, September 22 from 5pm-10pm. Join us for an evening of bouncing and star gazing at the Ukiah Latitude Observatory. Get an up close view of the moon, Jupiter and Saturn as we welcome in the first day of fall and celebrate the equinox.
- All regional groups for Healthy Mendocino are meeting October 25th in Willits from 9:30am-12:30pm. If you have not received the invitation, please contact Patrice at pmascolo@ncoinc.org

Did you do your homework? In the August meeting, we were told to brainstorm some ideas for each month regarding healthy living. These are the ideas we came up with:

- January: something revolving around New Year Yoga
 - We had the hashtag #NewYearYoga but due to the religious aspect, not everyone can specifically say “Yoga” .. brainstorm
- February: #FollowYourHeart
 - In conjunction with Valentine’s Day and healthy hearts, this will revolve around anything that keeps your heart healthy (exercise, good food, love, etc.)
- March: #MindfulMunching
 - Use this hashtag when eating RIGHT! Kids are expected to eat small amounts throughout the day so instead of potato chips, grab some baby carrots.
- April: #SpringIntoAction
 - We want people to get into the spring mood: garden, ride your bike, play softball
- May: This is Bike Month as well as “Turn off the TV”

- We need a clever hashtag, so the idea is to turn the TV off and go outside!
- June: #RaceIntoSummer
 - Kids Triathlon will be held this month
- July: #BeatTheHeat
 - July is very hot and it is important to stay cool but be active!
- August: #LiveLikeALocal or #UniqueUkiah
 - August is Stranger Danger month, but these two hashtags already exist which can be good. This month is revolved around getting out and meeting your neighbors, etc.
- September: #Relaxtember or something revolving around relieving stress
 - Parents are back in school, it's a busy sport season, fundraisers start up – RELAX!
- October: #Walktober
 - We are all pretty familiar with this one.. get walking!
- November: Something revolving around dancing and beating diabetes
 - We are planning on leading into this month with the Switch Witch (look it up!)
- December: Christmas Light Walk/Bike (need hashtag)
 - The idea is to see people out looking at the holiday lights rather than eating pie and watching TV.

There are our 12 month ideas for the CHOW group. One of the goals we are hitting with this is the Shared Marketing. We need to be 100% on which hashtag we are using for each month so we can all use it and track who in the community is using it as well – this should be confirmed for Nov-Jan at next meeting. We are starting with October which the hashtag is #Walktober. Some ideas we have:

- City of Ukiah will use the hashtag when walking around PumpkinFest
- Adventist Health will be using it for their Walktober Challenge
- There is a preschool that will walk every day
- Walk & Bike Mendocino will use it when celebrating National Walk to School Day

I hope this helps everyone understand what our plan is, please let us know if there are any questions. The best way to be familiar with everything is to join the meetings! Next meeting is Monday, October 2nd @ 1pm at NCO. Yours truly will be out that day due to having surgery, so someone else will need to step up for minutes during that meeting.

Thank you,

Julie T. Webb

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