

## **FITNESS COMMITTEE**

**April 27, 2022**

**3:00 – 4:00 PM**

### **MINUTES**

The Fitness Committee held a meeting via conference call on April 27, 2022, beginning at 3:00 p.m.

#### **Committee Members Present**

Jennifer Eastman  
Dr. Mychelle Farmer  
Cameron Pollock  
Namisa Kramer  
Jared Meacham

#### **Committee Members Not Present**

Dr. Aruna Nathan  
Jason Semanoff

#### **Maryland Department of Health Staff Present**

Jessica Rose-Malm

Jessica called the meeting to order at 3:08 p.m.

#### **1. Roll Call/Approval of Minutes/Introductions**

- Jessica took roll call. A quorum of members was not present at the beginning of the meeting and approval of March meeting minutes was postponed to the May Fitness Committee meeting.
- Committee members welcomed Jared Meacham to the Fitness Committee and introduced themselves.

#### **2. Updates on one-pager**

- The MDH communications department has approved the one-pager with only minor changes. Committee members recommended several additional changes to the one-pager, including:
  - Removing white space at the bottom of Page 1.
  - Adjusting the 150 minutes/2 days language to make guidelines more clear.
  - Ensuring font/colors align with MDH branding and readability guidelines.
- The Committee discussed metrics for tracking uptake of the one-pager. MDH will be able to track the number of times the QR code is used to access the CCDPC Physical Activity webpage and overall webpage traffic. The Committee will also track the number of physicians/community groups who receive the one-pager and are encouraged to distribute it to clients/patients.
- The Committee discussed additional distribution points, including fitness centers, YMCAs, senior centers, and businesses (via the Healthiest Maryland Businesses).
- The Committee discussed adapting the one-pager for children by adjusting the time/activity recommendations and messages, however Committee members agreed to focus on finalizing and effectively distributing the adult version of the one-pager before adapting it for children.

### 3. **Physical Activity webpage revisions**

- The CCDPC website is ready for updated content and the Fitness Committee will support content development.
- The Committee brainstormed themes and content elements they would like to see on the Physical Activity page.
  - Key themes:
    - Fitness is for everyone
    - Highlight the social aspects of physical activity for building community and spending time with friends and family
    - Align content with one-pager messages
  - Content elements:
    - Data demonstrating the current state of physical activity in Maryland (e.g., BRFSS, YRBS)
    - Types of physical activity and corresponding health benefits
    - Tips for overcoming obstacles to physical activity
    - Ways to make physical activity fun and easy
    - Points of entry for physical activity (e.g., community centers, county and state parks, Area Agencies on Aging)
    - Local resources and physical activity opportunities (directory the Fitness Committee has developed)

### 4. **Next Steps**

- Fitness Committee messages for May have been approved and will be shared with the Council this week.
- Jessica will revise one-pager and re-submit for approval, if necessary.
- Committee members will review Physical Activity webpage content and provide feedback and guidance, as requested.

### 6. **Adjournment**

- The meeting was adjourned at 4:00pm.

**Next Meeting: TBD**