

FITNESS COMMITTEE

May 23, 2022

1:00 – 2:00 PM

MINUTES

The Fitness Committee held a meeting via conference call on May 23, 2022, beginning at 1:00 p.m.

Committee Members Present

Jennifer Eastman
Dr. Mychelle Farmer
Jared Meacham
Dr. Aruna Nathan
Jason Semanoff

Committee Members Not Present

Cameron Pollock
Namisa Kramer

Maryland Department of Health Staff Present

Jessica Rose-Malm
Dr. Olubukola Alonge
Christa Thornton

Dr. Nathan called the meeting to order at 1:06 p.m.

1. Roll Call/Introductions/Approval of Minutes

- Dr. Nathan took roll call. A quorum of members was present. Dr. Nathan moved to approve the minutes from the Fitness Committee's March and April meetings. Jennifer Eastman seconded the motion and the minutes were approved.

2. Webpage updates

- Dr. Olubukola Alonge and Christa Thornton from the MDH Center for Chronic Disease Prevention and Control presented a draft of the Physical Activity webpage content. The draft included an explanation of what physical activity is and how it relates to chronic disease, examples of activities, relevant Maryland statistics, health benefits, and the current CDC physical activity guidelines by age.
- Per Fitness Committee recommendations, MDH will try to include the one-pager and align webpage language with the one-pager. Committee members reiterated the intent of the one-pager, which is to provide something simple and eye-catching that links to a website with more comprehensive resources.
- Committee members discussed the value of embedding the CCPDC newsletter into the Physical Activity page as a way to reach a new audience and make the content more dynamic. Dr. Farmer suggested a quarterly "Physical Activity in Focus" feature, in the form of a newsletter article, highlighting different categories of physical activity.
- Committee members recommended tying the mental health benefits of physical activity into the webpage content.

3. Select and finalize July social media messages

- Committee members reviewed sample social media messages in the National Recreation and Park Association outreach toolkit, as well as messages the Committee

drafted previously. Committee members agreed to merge some of the toolkit messages with original messages to highlight the physical activity benefits of park usage. Committee members agreed to use #MDHWC, #mdfit150, and #RiseUpJuly in posts to promote the broader National Recreation and Parks Month campaign.

4. Update on one-pager

- Dr. Nathan shared an updated MDFit150 logo, which will replace the current logo on the one-pager.
- The launch of the updated CCDPC webpage is tentatively scheduled for the end of June. Committee members will begin informal outreach to colleagues/contacts about the upcoming one-pager. The July Fitness Committee meeting will focus on developing a more concrete plan for one-pager distribution.

5. Next Steps

- Dr. Nathan will send PowerPoint/graphics to MDH for use in building out Physical Activity webpage content.
- Jessica will draft 5-6 merged messages and send to Committee members for revision and selection.

6. Adjournment

- The meeting was adjourned at 1:52 pm.

Next Meeting: TBD