



ACTION TEAM MINUTES



ACTIVE LIVING NETWORK

Date: February 26, 2019

Time: 11 AM-12 PM, Teleconference

1. Introductions and Partner Updates

Introductions were made. Jessica welcomed Amanda and shared she would help with facilitating the group. She can be contacted at woodsa@oakgov.com. The following members were on the call: Lisa Anderson (St. Joseph Mercy-Oakland), Shelly Battershell (North Oakland YMCA), Kathryn Correll (MedNet One), Carrie Hribar (OCHD), Emily Norton (Macomb County Health Department), Adam Spears (Applied Fitness Solutions), Lindsay TerHaar (OCHD), Virginia Uhley (Oakland University), Jessica Williams (OCHD), Amanda Woods (OCHD).

Partner Updates:

- Macomb County Health Department will be hosting a Walk For Warmth at Macomb Mall on Saturday, March 2nd.
- St. Joseph Mercy-Oakland will be hosting several health fairs. Lisa will bring flyers to the March 26th meeting.

2. Facebook Group Discussion

The group discussed the purpose of a potential Facebook group and agreed the focus should be both on active living and healthy eating opportunities in Oakland County. Name ideas were discussed and will be shared at the ECHO Executive Committee meeting. **If you think of a potential name, email Amanda at woodsa@oakgov.com.**

For guidelines, the group initially agreed to make it public, but posts may require administrator approval to monitor postings. Content guidelines were discussed. The group initially agreed there should be no price cap on events, fundraisers are okay. The need to discern between advertising services and events was discussed. All group members supported helping create content around themed months. Lindsay shared that



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if content is produced and posted by multiple different users, that will add more credibility to the page and increase community participation.

Amanda will share the guidelines ECHO used to create their service directory and will share a draft content calendar for the group. [Link to guidelines](#). Jessica asked members to connect with their organizations' social media staff (if not them) to support with administrating/moderating page.

In order to expand audience, the group discussed tactics. It was agreed that organic sharing of the page would be the preferred way to increase followers and engagement.

3. 2019 Goal Setting

Jessica reviewed the ideas from the last meeting. Ideas can be found on January's meeting minutes. The group will visit this list again at the March meeting to continue discussion about next steps.

4. Upcoming meeting

Agenda topics and presenters for the March meeting were discussed. Adam is working on connecting with the Michigan Wellness Council. Emily expressed interest in hearing from county-wide and/or municipal-based parks & recreation authorities about safe outdoor winter activities. Other ideas discussed were National Kidney Foundation and American Heart Association.

Next Meeting:

**March 26, 2019 at 11 AM-12:30 PM
Oakland County Health Division
Conference Room 322
1200 N. Telegraph Road, Building 34E.**