



Nutrition and Physical Activity Priority Group Meeting Minutes

Date: May 24, 2021

Time: 10:00 am- 11:30 am

Location: Microsoft Teams

I. Strategy Implementation – Strategy 1: Participate in early childhood events to increase promotion and awareness of Ohio Healthy Program.	
Discussion Points	<ul style="list-style-type: none"> • Communication asset 1: Family focused handout <ul style="list-style-type: none"> ○ Goal: communicate What OHP is and why it is important to consider in a childcare decision ○ Review of current OHP marketing flyer and content brainstorm ○ Need to consider families that are already in designated centers vs. families that may not be. The information may vary between the two audiences. ○ Pictures have room for improvement and should be more focused on benefits we are trying to communicate vs. people. • Communication asset 2: ECE program focused <ul style="list-style-type: none"> ○ Goal: Benefits of being an Ohio Healthy Program ○ Existing card recommendations: change photos to better represent the community we serve.
Conclusion/ Actions	<ul style="list-style-type: none"> - Group would like to edit existing flyers to maintain OHP branding vs. creating something new. - Alison to reach out to ODH to see if we are able to edit existing OHP marketing cards.

II. Strategy Implementation – Strategy 2: Survey teachers and families on knowledge of Ohio Healthy Program standards.

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Discussion Points	<ul style="list-style-type: none"> • Content brainstorm for 2 surveys – one focused on ECE program staff and one focused on families.
Conclusion/ Actions	<ul style="list-style-type: none"> - Alison to create surveys in Google Forms. Group will review at next meeting.

III. Next Meeting	
Discussion Points	<ul style="list-style-type: none"> • June 23rd from 1:30 – 3:00pm

Minutes Prepared by: Alison Patrick