

FITNESS COMMITTEE
January 15, 2020
5:00 – 6:00 PM
MINUTES

The Fitness Committee held a public meeting on January 15, 2020, beginning at 5:05 p.m. at the following location:

Maryland Department of Health
201 West Preston Street, Room L1
Baltimore, Maryland 21201

Committee Members Present

Jennifer Eastman
Dr. Aruna Nathan (Chair)
Cameron Pollock
Dr. Mychelle Farmer (phone)
Namisa Kramer
Julie Maneen (phone)
Joanne Roberts

Committee Members Not Present

Jason Semanoff

Maryland Department of Health Staff Present

Nacole Smith (phone)

Dr. Nathan called the meeting to order at 5:00 PM

1. Roll Call

Dr. Nathan took roll call. A quorum of the Fitness Committee was present.

2. Approval of Minutes

Dr. Nathan requested approval of the October 16, 2019 minutes. The minutes were approved.

3. Review Action Plan Goals

Dr. Nathan mentioned a contact she has who would be a good fit on the Wellness Council. She is an economist with a focus on building healthy communities.

The committee discussed strategies to promote the MDFit150 campaign and whether there are established networks for potential adoption. Namisa shared that her program's grantees have been able to use the Fit150 message to generate interest and support. Dr. Nathan has contacts with MedChi, particularly in Howard County (80 physicians). There also might be opportunities to leverage MD's Primary Care Program as participating

physicians are being incentivized to focus on all aspects of patient care including addressing social determinants of health.

In order to disseminate the message effectively, sending a flyer isn't going to be enough; education and outreach is essential. It needs to be personal, maybe a viral video? The group can leverage Dr. Nathan's 10-slide PowerPoint; promoting the program would be easier for data collection as well. In order to address liability concerns, a disclaimer or waiver form could be required/incorporated.

Namisa suggested a regional approach to outreach, leveraging the networks of local organizations to disseminate information and encourage adoption.

Joanne comes from an employer perspective and discussed the distinctive messaging needed between employers and the public; information is typically in small video clips. The committee could target big populations of employers; large employers exist throughout the state and reach all demographics.

Dr. Nathan is piloting her program in Montgomery County for two groups of 30 people each. The program should last 1 hour (February 27th) and is in partnership between Suburban Hospital and Oasis.

4. Adjournment

The meeting was adjourned at 6:02 pm.

Next Steps:

- Change committee meetings from biweekly to once a month (next meeting being February 6th).
- Determine content the group wants to include in the flyer.
- Logo and flyer draft need to be sent to Communications Dept. at MDH for approval before any outreach efforts can be initiated.
- Revisit articles that were compiled by committee members previously for important messaging.
- Jennifer will check on whether "FABS" (Flexibility, aerobics, balance, and strength) messaging is trademarked and whether it can be used in Dr. Nathan's program.

Next Meeting: February 13, 2020